



EXCEPTIONAL WOMEN'S COACHING

The Tiara Spotlight

Shining our light on inspiring women around the world.



Jeannine Veenendaal

Professional musician, work/life coach, and supporter of husband's consulting practice and kids' activities

Who are you?

I am a professional jazz singer, composer and choir leader, an inspiring coach helping independent women find work/life balance, the back-office support to my husband's consulting practice (finance, administration, real estate investments), a mother of 2 children (8 and 11), and finally a world traveler, a gourmet cook, a chocaholic and a fan of 'Pay It Forward.'

What are you passionate about?

I am passionate about what music brings about, how text moves others. I am interested in positive psychology, and look for moments of 'goose bumps', sharing 'meaningful moments' with others.

How did you end up here? What's your journey been like?

Born in Amersfoort, The Netherlands, as a child, I never focused on any one particular activity: I wanted it all! I played volleyball at high level and loved tennis, too. But I also played piano, organized sports tournaments and performed in annual school dram's (choirs!). Having tasted international life (as Aiesec trainee in Prague and Basel) after my business studies, I moved to Belgium and earned an MBA. Generale Bank hired me as a management trainee, before I became a successful account manager (and eventually an international corporate officer).

In 1994, I met my husband, an international Belgian consultant, who was living in London at the time. After a 5-year engagement, with lots of traveling, we 'settled' in Antwerp, Belgium. Something had to change if we wanted a family, so we took a sabbatical year, while pregnant with our son, and traveled through Asia for 3 months. 9/11 occurred during that time and when we returned the world had changed dramatically.

Why are you involved in your business?

I helped my husband to start up his company, running the back office while pregnant with our daughter, renovated 2 houses, and started to wonder 'What next?' So I entered the world of coaching, training as Best Year Yet program leader, where I met Franciska Moors, my buddy coach. Franciska later introduced me to Tiara, providing me support to find my 'next step' whenever I needed it.

What are you grateful for? What inspires you?

In 2009, I had surgery to get rid of an enormous hernia in my back, but was able to do almost everything again after healing. Coaching remained a part-time business for me during those



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years. At 40, I started to take singing lessons and became a full-time student, graduating in 2011 as a jazz musician. I renovated 2 more apartments during my finals.

Now my husband is graduating at HEC/Oxford – coaching and consulting for a change – and working at the same time. I am very proud to be his first 'reader,' but I'm most looking forward to spending more 'couple-time' again.

What's next?

This year I plan to record a CD with Jazz and Latin songs with my (female only) trio, to start performing in 2014 at beautiful, intimate locations. I will host sing-in workshops, to combine my business 'experience' with my coaching and music careers. We will also make some long-distance trips this year once again, hoping to enjoy some fabulous family time in the States and in Asia *with* the kids!