

- **Business Continuity Planning** (BCP)
- BCP **templates** and resources
- Process improvement & **training** in Disaster Recovery (DR), ITIL and BCP
- **Audit preparation** & health checks (HB221, DRII, BCI, APRA, COBIT)
- **Pandemic** preparedness
- BCP/DR tests & **crisis simulations**

Biography of Rinske Geerlings

MSc, CBCP (DRII), MBCI, CobiT, ITIL Master

Executive summary

Rinske has been specialising in Business Continuity (BC) Planning, Disaster Recovery (DR) and business process implementations for 15 years. She built extensive hands-on experience during permanent roles in banking, as well as Senior Management consulting and training roles.



Rinske is often sourced as a panel expert or speaker on Disaster Recovery subjects such as Terrorism, IT Service Continuity and Pandemic Flu, and the related implications for Small & Medium Enterprises (SMEs) as well as major businesses. Key topics include *'Developing user-friendly Business Continuity Plans'*, *'How to get buy-in for BCP across your organisation'* and *'How to perform successful DR exercises'*.

Her company **Business As Usual** assists organisations with gap analysis / 'health checks' (pre-audit assessments), executive/board presentations, benchmarking exercises, Disaster Recovery rehearsals, training and awareness programs. It also provides Business Process Improvement services - including (Sarbanes-Oxley) compliance, cost efficiency and productivity enhancement - and assists with integration of BCP/DR with ITIL (IT Infrastructure Library, ITSCM), and HB221 and CobiT compliance.

Practical skills gained during Rinske's engagement in Europe and Australasia form the basis of her in-depth knowledge about process improvement in business and IT organisations. She also played an active role in the development of the current Australian Prudential Regulation Authority (APRA) standard for BCP (which affects all banks and insurance companies) through her involvement in the AllFinance Forum.

Major achievements

Rinske's proven ability in IT Management Consulting/Training, Finance, Business Continuity Planning (BCP) and Disaster Recovery (DR) in Europe and Australasia, includes the following major achievements:

- Managed major efficiency initiative resulting in 30% productivity increases (equating to >\$7.8m), whilst successfully facilitating organisational change and bringing together the right teams.
- As Business Continuity manager, implemented BC processes, achieved buy-in from all levels, introduced easy-to-maintain documentation structures and ensured staff awareness. Responsible for budget up to \$1m, managed Business Unit relations and interim managed 30 specialists.
- Extensive experience in facilitating in-depth Business Continuity Management courses, having trained >150 individuals across Australasia in the first year of managing her own business. In the same period, she regularly spoke at events globally with over 1,000 delegates attending her interactive speeches.
- Successfully implemented cost efficiencies resulting in a reduction of company travel expenses by 25%, maintaining particular focus on coaching managers and retaining staff support for changes initiated.
- Certified CBCP by the Disaster Recovery Institute International (DRII), the Business Continuity Institute (BCI), and holds the ITIL Master Certificate – a rare combination of professional skills and accreditation.
- Elected NSW Young Business Woman of the Year by Business and Professional Women (BPW) in 2004.

Core skills

Business Continuity Management & Disaster Recovery Planning

Implementing process improvements in accordance with widely accepted standards (HB221, APRA, BS25999, ISO 22399) with a focus on business requirements, feeding these into (IT) Disaster Recovery plans, creating easy-to-maintain documentation structures, achieving Pandemic Plans, initiating and maintaining BCP/DR exercise schedules, benchmarking BCP/DR services and creating ongoing awareness of BCP/DR across organisations.

Extensive experience in developing and facilitating management workshops and training courses and ensuring buy-in for BCP, DR and other business processes from all levels of management.

Business Process Re-engineering

Productivity improvement projects with particular focus on addressing people issues, bringing together the right teams, coaching (senior) managers, facilitating organisational change and creating support from all levels.

Training and consulting

Facilitating 3-day BCM workshops and in-depth training programs across Australasia (trained >200 individuals annually). Conducted IT Infrastructure Library (ITIL) Master Level training in IT Service Support & Delivery processes. Implemented and improved IT Management processes including Incident/Problem, Change, Availability/Capacity and Configuration Management.

Project Management

Managed projects using Prince2 and related frameworks in IT Management, Business Process implementation, productivity improvements and BCP/DR related projects, as well as compliance with standards like Sarbanes-Oxley and Basel II. Extensive experience in benchmarking, reviewing, optimising, integrating and implementing business processes.

Marketing/communication

Business-to-business Marketing strategy and events management (developed proposals, liaised with consulting services customers, briefed Public Relations (PR) agencies and developed communication plans).

Policy development

Assisted with the development of the APRA APS232/GPS222 (Australian Prudential Regulation Authority) standards for Business Continuity through involvement in AllFinance (all banks and insurance companies in Australia). Also involved in United Nations business forums and non-government organisations in a voluntary capacity.

Process management

Hands-on experience in the ongoing management of processes such as Business Continuity, Disaster Recovery, Change Management, Configuration Management and IT Service Continuity Management.

Technical (IT) skills

Extensive experience co-ordinating specialised staff, across various technical environments and platforms, including Windows NT, HP, AS/400, Sun, Sybase and SQL.

Employment History

Current position: Director of own company Business As Usual (Sydney) – Conducting (pre) audit initiatives, process improvement and training in Disaster Recovery, ITIL and BCP. Management consulting, training, facilitating workshops and awareness programs according to market standards.

2005 - 2006: Manager, Special Projects at Rabobank (Sydney) - Developed and implemented business process improvements across the organisation, including generating buy-in from management at all

levels, documentation and coaching/training of involved staff. Facilitated Sarbanes-Oxley and Basel2 compliance.

2002 - 2005: Business Continuity Manager at Rabobank (Sydney) – Maintained DR Plans, implemented Business Continuity management, co-ordinated exercises, managed BCP budgets up to \$1m, maintained relationships with Business Units, trained staff and interim managed 30 IT specialists.

1999 - 2002: Change Manager at Rabobank (Sydney) - Designed and implemented Change and Configuration Management processes in line with ITIL, optimised the use of tools, assessed Change Requests for all of the bank's systems (NT, HP, AS/400, Sun, Sybase, SQL) and supervised staff.

1998 - 1999: IT Management Consultant and Trainer at Pink Elephant (Sydney) - Developed/facilitated Help Desk and Personal Skills training, coached IT Managers in implementing IT Service Management processes according to ITIL, interim-managed, conducted benchmarking/consulting projects at various client organisations and co-ordinated corporate PR and Marketing activities.

1994 - 1998: IT Management Consultant at PinkRocade (Netherlands) - IT support at Shell Petroleum Company, set-up Incident Control, Knowledge Management and developed corporate launch events to re-position the company in the market.

Qualifications and certification

2008: BCI (Business Continuity Institute) certification – MBCI

2008: CobiT – Control objectives for Information and related Technology

2004: DRII (Disaster Recovery Institute International) course followed by qualification as Certified Business Continuity Planner (CBCP).

2000: Diploma of Events Management and Marketing (APM Training, Sydney).

1998: Certified ITIL Service Manager (Netherlands). ITIL (IT Infrastructure Library) is considered the standard for managing top quality IT service delivery & infrastructures.

1997: 'Prince2' Project Management certification (Netherlands) - Practical methodology based on regular business case justification, results-based planning and quality assurance.

1990 - 1997: Master of Industrial Design Engineering (Delft University of Technology, Netherlands). Honours (Cum Laude). Final mark: 9 out of 10.

Other education

Completed between 1998 and 2001:

- Personal/leadership skills (AIM, Sydney) - Short courses included 'Thinking on your feet', 'Situational Leadership' and 'Superworking'.
- Public Relations (PR) certificate (Sydney University) - Corporate image, Marketing, PR Strategy.
- Data Communication (Housley, Sydney) - Basic networking knowledge including LAN/WAN topology, hardware and protocols.

Speaking engagements

Rinske is often sourced as a panel expert or speaker on Disaster Recovery (e.g. Terrorism, Pandemic Flu) and Management subjects (e.g. IT Management, Business process improvement) and the related implications for SMEs as well as major businesses.

Examples from her engagement as a guest speaker at seminars in Australasia and Europe include:

2010: Business Continuity training and assessment facilitation for East African Central Banks (Uganda)

2010: Business Continuity and Risk Management for a group of IT Managers from various organisations in Port Moresby (Papua New Guinea)

- 2009: BCP Testing and Compliance workshop development and facilitation - Kuala Lumpur (delegates from Malaysia, Uganda, Thailand, Philippines, Indonesia, Brunei and Sri Lanka)
- 2009: ARK conference – facilitation of a workshop for BCP/DR professionals on “How to build winning Business Continuity teams” - Sydney
- 2009: Strategic Business Process Management (BPM) conference presentation hosted by BPM Asia Pacific - Melbourne
- 2009: Advanced Testing workshop including Pandemic Planning (H1N1) aspects – Kuala Lumpur, Malaysia
- 2009: Business Continuity Management connected-forum – Facilitated an interactive session on running successful DR tests for BC managers – Sydney
- 2009: Business Continuity exercises, simulations and practical disaster drills – EDULEARN conference (700 delegates) – Barcelona, Spain
- 2009: Speaker at Pandemic Flu conference hosted by the Asian Development Bank (ADB) in cooperation with the World Health Organisation (WHO) – Manila, Philippines
- 2009-present: Regularly facilitates 1-day, Business Continuity Audit/Compliance workshop across Australasia
- 2008: ARK Business Continuity Management conference – speaker and workshop facilitator (Sydney)
- 2008: IQPC National Security Summit – presented on the relationship between Security and BCM (Sydney)
- 2008: itSMF VIC Seminar presentation on ‘IT Disaster Recovery is just the tip of the iceberg’ (Melbourne)
- 2007-present: Regularly facilitates 3-day, in-depth BCM training courses across Australasia (ongoing)
- 2007: Presented at BCI Symposium (600 delegates) on Incident Management Lessons (Amsterdam)
- 2007: Presented for itSMF Australia (700 delegates) on ‘The importance of holistic BCM’ (Melbourne)
- 2007: Facilitated BCM/DR workshop for Government and business groups (Brunei Darussalam)
- 2007: Conducted BCM seminar for students and alumni - Masters in Engineering (Delft University, Holland)
- 2007: Workshop at CPA conference on ‘How to successfully conduct DR exercises and tests’ (Newcastle)
- 2007: Presented at Mavim seminar on ‘Aligning Business Continuity with business processes’ (Sydney)
- 2007: Active participation in APEC APWINC Digital Economy forum and Women Leaders Network (WLN)
- 2007: Presentation and panel discussion on topic ‘IT Disaster Recovery is just the tip of the iceberg’ (Amsterdam, Europe)
- 2007: Continuity Forum ‘Experienced User Group’ facilitation on ‘How to create buy-in for BCP across all levels in your organisation’ (Sydney)
- 2007: Workshop and plenary at itSMF (700 delegates) on BC testing and IT/BC integration (Melbourne)
- 2006: itSMF NSW Seminar presentation on ‘The importance of holistic BCM’ (Sydney)
- 2006: CPA Australia’s 2006 congress (100+ accountants) on topic ‘Pandemic planning’ (Sydney)
- 2006: Continuity Forum’s 2006 conference (400 delegates) on subject ‘Bird Flu’ (Melbourne)
- 2006: CPA Australia (120+ accountants) IT 2006 conferences (Brisbane, Melbourne and Sydney)
- 2005: Participated in United Nations e-business seminar for Asia-Pacific region (in Bangkok) on behalf of non-government organisation BPW (Business & Professional Women)
- 2005: Presented at itSMF conference (700 IT Managers) on Business Continuity (Brisbane)
- 2005: AFMA (80 BCP, DR and Finance managers) Avian Flu seminar (Sydney)



2004: Presented at Marcus Evans forum (60 BCP managers) on 'Taking your BCP for a test drive' (Sydney)
2003: AlphaWest (Disaster Recovery supplier) event on 'Selecting a suitable DR Site provider' (Sydney)
2003: Presented at Marcus Evans forum (80 BCP/DR managers) on 'Getting buy-in for BCM' (Sydney)
2002: Presented at itSMF conference (600 IT Managers) on IT Disaster Recovery Planning (Sydney)
1999: Presented on ITIL at Local government (100 delegates) 'IT99' conference (Coffs Harbour)
1990 – 1997: Presented at various Marketing Management events (Delft University and other, the Netherlands) on Business-to-Business Marketing strategy and industrial Marketing issues.

Languages

Fluency in English and Dutch, conversation-level Spanish and basic knowledge of French and German.

Memberships, committees and nominations

2006 - present: Member of the Business Continuity Institute (MBCI)
2005 - present: DRII member (Disaster Recovery Institute International, US) - CBCP
2004: Elected Young BPW NSW Business Woman of the Year by BPW (Business & Professional Women)
2003 - 2005: Participated in the AllFinance Forum to develop standards for Business Continuity in Australian financial industry.
2003: Nominated for BPW NSW Business Woman of the Year by BPW (Business & Professional Women)
2000 – present: itSMF (IT Service Management Forum) member, Australia
1999 - present: Sydney Club President, NSW Young BPW & other committee roles (BPW) – Attracting members, promoting events, arranging speakers, raising funds, contributing to lobbying activities.

Testimonials from course/workshop participants

"Best training course I have attended. Rinske was knowledgeable, patient, and provided thought-provoking exercises and examples. Many Thanks." – Australian Research Council

I thoroughly enjoyed the course and gained a lot of useful information, which I have been able to put to good use. I would recommend the course to other Bank colleagues who need to have a good understanding on Business Continuity Management." - P. Scholefield - Bendigo & Adelaide Bank

"I thoroughly enjoyed the course and am looking forward to applying the framework and methodology. My expectations were met 100% - N. Niemand - Datacom

"Thanks Rinske, I thought the course was brilliant and I also learnt a lot from the discussions with the other participants... This is a very useful secondary benefit of the course." R. Evans - Snowy Hydro Ltd

"Thank you for making the course a really fantastic learning experience." P. Mattiuzzo - IBM Consultant

"Thanks for the great course. Your format, delivery and content are excellent. You have obviously invested many hours into development, and your real world examples from your (very) extensive experience add heaps. I learnt a lot. Some of which I've already utilised. Thanks again!" P. Howley - World Vision Australia

"Very informative! Instigated ideas, thoughts and questions to take back to the workplace" – Continuity Forum delegate, Melbourne.

"A range of useful topics were covered, including how to use tools to better identify the Business Continuity process objectives and how to utilise the many templates at different stages to easily collect and present information." – BCM course participant, Singapore.

"Thought-provoking, and well researched. Knowledgeable presenter" and "Very interesting - Lots of good ideas" – CPA Australia participants, Sydney.

"Rinske successfully delivered the contents to suit every member from different environments of work" – DR/BCP Workshop participant, Brunei Darussalam.

"Lots of material - very good and on topic", "Good, practical, work-through examples", and "Very knowledgeable in BCP. Great ideas presented." – Sydney IT workshop delegates.

"Rinske is very enthusiastic about the topic and this made a potentially dry subject matter enjoyable" – BCM Course participant, Canberra.

"Excellent, very clear and useful" and "Good examples and tips" - IT conference participants, Sydney.

"The course had some exercises and role plays to get students to practice and incorporate materials learnt. This was very useful" – BCM course delegate, Singapore.

Other projects completed

1996 - 1997: Thesis project for Masters degree in Engineering, at Talon Technology (Sydney). Explored product/market/technology combinations for lighting and power poles in Australia and Indonesia, conducted market research and developed innovation strategies (hi-tech composites)

1997: Market research project for Holland Consulting Group (Netherlands) - Analysed certification standards in the Australian market and identified consultancy opportunities for Dutch RTA

1996: Digiflyer (Netherlands) - Developed promotion/launch and Marketing plan for software application

1995: Stazo (Netherlands) - Conducted product development project of a safety lock for yachts.

References

References from consultancy/training clients are provided at request.