



Michelle Winklaar

SENIOR VICE PRESIDENT
CADENCE LEADERSHIP

MEDIA KIT



CADENCE
LEADERSHIP • COMMUNICATION

About Michelle

SPEAKER, FACILITATOR & COACH

Michelle Winklaar is a seasoned leadership speaker, executive coach, and former two-term Minister of Economy and Education for the Government of Aruba. With over 25 years of senior leadership experience across the public and private sectors, including her role as CEO of Digicel Aruba, Michelle brings a unique blend of corporate expertise, government leadership, and a deep commitment to developing leaders. Currently serving as Senior VP of Coaching at Cadence Leadership + Communication, Michelle specializes in leadership development, coaching culture, and executive presence. She has spoken at prestigious international platforms such as the United Nations, UNICEF, and the World Economic Forum.



EXPERTISE

Leadership | Executive Presence | Coaching Culture | Women in Leadership |
Public Speaking | Team Coaching

BACKGROUND AND APPROACH

Michelle is a trailblazing leader with a distinguished career, having served as the two-term Minister of Economy and Education for Aruba and former CEO of Digicel Aruba. With a unique blend of government leadership, corporate expertise, and a deep passion for coaching, Michelle brings an unparalleled perspective to her clients.

Michelle holds a Bachelor's degree in psychology from York University, and a Master's degree in leadership from the Lang School of Business and Economics at the University of Guelph. Michelle is a Professional Certified Coach (PCC) with the International Coaching Federation and is certified to administer Hogan Personality Assessments.

Michelle's diverse professional experiences have been shaped by a deep desire to create a meaningful impact on people, organizations, and communities. Alongside her fulfilling work at Cadence, Michelle serves as Vice Chair of The Jean Tweed Centre for Women & their families.





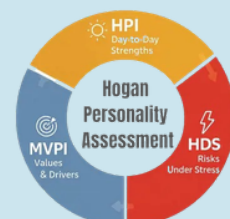
YEARS OF EXPERIENCE



PROFESSIONAL
CERTIFIED COACH



FORMER MINISTER FOR
GOV'T OF ARUBA



CERTIFIED IN HOGAN
PERSONALITY
ASSESSMENTS

GLOBAL SPEAKING ENGAGEMENTS



MICHELLE AT THE COMMITTEE ON THE ELIMINATION OF
DISCRIMINATION AGAINST WOMEN, UNITED NATIONS

UN WOMEN, CSW 61 NEW YORK, DELEGATE, THE KINGDOM
OF THE NETHERLANDS, 2017

UN CONVENTION OF ELIMINATION OF DISCRIMINATION
AGAINST WOMEN (CEDAW), GENEVA SWITZERLAND, 2016

ATLANTIC RIM COLLABORATORY ON EDUCATION,
ICELAND, 2016

INTERNATIONAL FORUM OF THE AMERICAS, SIDE EVENT,
TORONTO, 2011

WORLD ECONOMIC FORUM ON LATIN AMERICA,
GOVERNMENTAL POLICIES SIDE EVENT, 2011

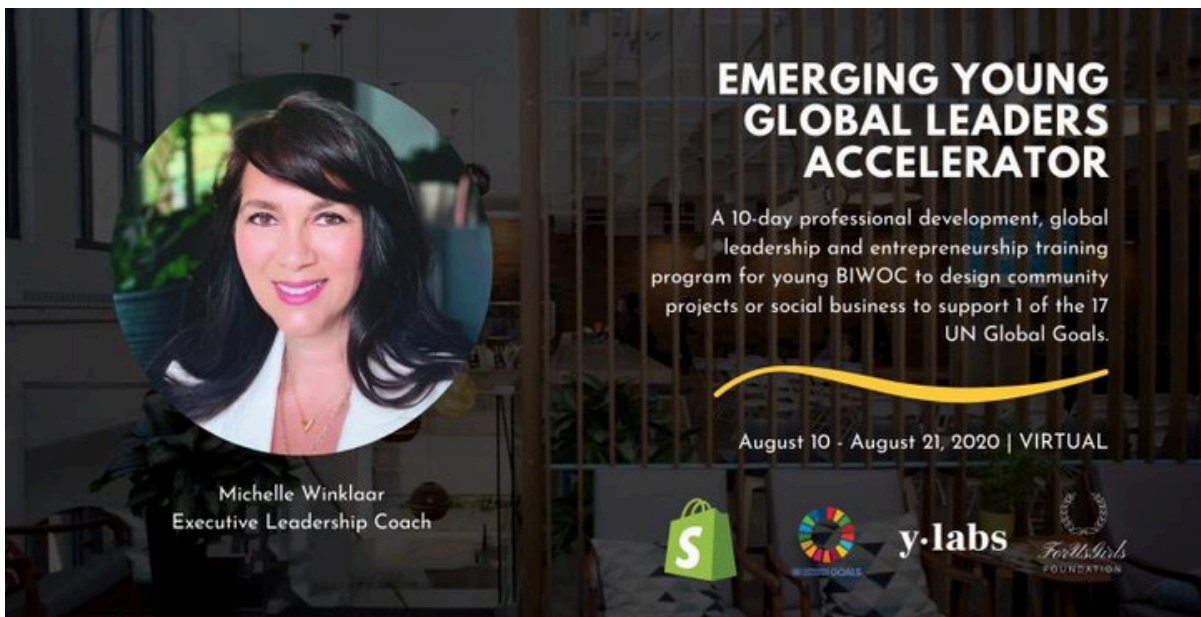
PAST KEYNOTES

ARUBA WOMEN'S DAY CONFERENCE, 2010 - 2017

UNIVERSITY OF ARUBA, OPENING OF NEW ACADEMIC YEAR
2013-2017

WOMEN NGO'S CONFERENCE AT THE PERMANENT MISSION OF
THE KINGDOM OF THE NETHERLANDS TO THE UN,
NEW YORK, 2015

KIWANIS INTERNATIONAL EASTERN CANADA & CARIBBEAN
ANNUAL CONVENTION, 2021



EMERGING YOUNG GLOBAL LEADERS ACCELERATOR

A 10-day professional development, global leadership and entrepreneurship training program for young BIWOC to design community projects or social business to support 1 of the 17 UN Global Goals.

August 10 - August 21, 2020 | VIRTUAL

Michelle Winklaar
Executive Leadership Coach

S UN Sustainable Development Goals y.labs ForUsGirls FOUNDATION

EMERGING GLOBAL YOUNG LEADERS ACCELERATOR,
FORUSGIRLS FOUNDATION, 2020

ON CAMERA



ARUBA WOMEN'S DAY CONFERENCE
2016



ARUBA WOMEN'S DAY CONFERENCE
2017

ON CAMERA



WHAT MAKES ARUBA UNIQUE
2013



UN WOMEN, CSW 61 NEW YORK, DELEGATE,
THE KINGDOM OF THE NETHERLANDS
2017

PRINT MEDIA



BLOG ARTICLES

Feb 2022 – An Imposter in the Labyrinth

July 2024 – The Confidence Paradox

June 2025 – Feedback Is a Gift: How 360 Leadership Assessments and Coaching Drive Real Leadership Growth



GALLERY



Client Testimonials

“Michelle was so engaging and spoke at a great pace, making it easy to cover each topic in just the right amount of detail. It wasn't information overload, despite it being a full day of learning.”

“Michelle has lived a number of career lives and with that brings an enormous amount of experience. She uses this experience not to give “answers” but to illustrate tools and ways of thinking about a problem/situation.”

“Participating in the Cadence coaching sessions with Michelle has been transformational. Michelle was able to help me identify and lean into my strengths, building my confidence and executive presence while also recognizing areas that I can improve.”

“With Michelle's guidance I have found ways to maintain focus and composure when faced with a challenge. I am so grateful to Michelle and her guidance throughout these sessions.”



GET IN TOUCH

To inquire about keynotes, workshops, leadership programs, or event hosting, please get in touch:

mwinklaar@cadenceleadership.com

www.cadenceleadership.com