

# The importance of a solid network

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**Florian de Roo van Alderwerelt** studied Law at the European Law School in Maastricht from 2012 to 2015 before earning a Master's in Law and Economics from Utrecht University, graduating cum laude in 2017. He now works in Dublin as Associate Customer Success Manager for LinkedIn.

As Associate Customer Success Manager for LinkedIn, Florian de Roo van Alderwerelt (27) helps businesses learn to use digital tools to find the right employees and make contact in a personalised way. 'I find it really special that I'm able to contribute to connections that have the potential to change people's lives.'

**How did you end up at LinkedIn?** 'During a work placement at a law firm, I realised that I wanted to do something else after graduation. There was a course on companies like Facebook and Google that I found so interesting, I decided to look for a job in the technology sector. I started out as Client Happiness Manager for a small media agency in Amsterdam, Media Distillery. The experience I gained there ultimately helped me land this job at LinkedIn.'

**What do you miss most about your time as a student?** 'The relationships with my fellow students; we shared a closeness you don't typically get with colleagues.'

**What do you enjoy most about your work?** 'We're given a great deal of freedom and there is room for creativity. The company also takes really good care of its employees. The food is good and there's a barista in the office, but they also offer events and workshops so you can continue to develop your talents — not only professionally, but as a person, too.'

**How did you establish your network?** 'It's funny, but primarily through LinkedIn. After secondary school, I created a profile as a way to keep in touch with former classmates. Along the way I added more and more people, mostly because I was curious about where their careers would take them. That's how I ended up building a fairly large and diverse network.'

**What do you find surprising about this work?** 'The fact that you have to be really adept at dealing with change. I work with a lot of different teams and our products are constantly changing. You have to be able to switch gears quickly. I underestimated that at first, but it did end up teaching me to be more flexible.'

## So what's next?

'I think it would be quite exciting to be a manager and lead my own team. Not only to achieve goals as a team, but to make good use of each team member's unique talents and interests. Hopefully, I'll have the chance to do so at LinkedIn, because it's a really great company to work for.' ◀

A longer version of this interview will also be published on DUB, Utrecht University's independent news site. Visit [dub.uu.nl](http://dub.uu.nl) for all the latest news and background information on our academic community.



*'The relationships with fellow students involve a closeness you don't typically get with colleagues'*