



APG appoints Pieter Borsboom as Director Group Communications & Branding

Heerlen / Amsterdam, December 10, 2019 - Pieter Borsboom (52) has been appointed Managing Director Group Communications & Branding by APG's executive board as of 1 February 2020. In this position he will report to Francine van Dierendonck, member of the executive board of APG and responsible for Communications. He succeeds Eric Heres, who held this position on an interim basis from mid-2017. Borsboom is currently working as a Brand & Communication manager at Univé.

Borsboom studied Economics at Erasmus University Rotterdam and subsequently worked as a communication consultant at CMC and Euro RSCG Bikker and was managing director at Tappan Communicatie. He then worked as an interim communication manager at ING, ABN AMRO, UWV and ProRail, among others. Since 2013 he has been working as Brand and Communication Manager at Univé.

About APG Group NV

APG is the largest pension delivery organization in the Netherlands; its approximately 3,000 employees provide executive consultancy, asset management, pension administration, pension communication and employer services. APG performs these services on behalf of (pension) funds and employers in the sectors of education, government, construction, cleaning and window cleaning, housing associations, energy and utility companies, sheltered employment organizations, and medical specialists. APG manages approximately €528 billion (October 2019) in pension assets for the pension funds in these sectors. APG works for approximately 21,000 employers, providing the pension for one in five families in the Netherlands (about 4.6 million participants). APG has offices in Heerlen, Amsterdam, Brussels, New York and Hong Kong.

APG Groep NV

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