



BARBARA BAARSMA

Chief Economist at PwC Netherlands | Professor of Applied Economics at the University of Amsterdam

Categorie

Management & Leadership, Economy & Finance

Type

Business leader | Entrepreneur

Inzetbaarheid

Keynote speaker

Talen

English, Dutch

Afkomstig van

The Netherlands

Biografie

Barbara Baarsma is one of the Netherlands' most prominent economists. As Chief Economist at PwC Netherlands and Professor of Applied Economics at the University of Amsterdam, she combines academic expertise with extensive experience in business and public policy. She analyzes economic developments and translates complex issues into clear, actionable insights that help organizations, business leaders, and policymakers make better-informed decisions.

Throughout her career, Barbara has held several senior leadership positions, including roles at Rabobank, where she served as Director of Knowledge Development and later as CEO of Rabo Carbon Bank. She also contributes to various public and advisory bodies, including serving as Chair of the Bank Council of De Nederlandsche Bank, the Dutch central bank,

and as a member of the Netherlands Committee for Entrepreneurship.

A central theme in her work is how economic growth can be combined with sustainability, broad-based prosperity, and social progress. In her books, including *Nederland Voedselparadijs*, *Groene Groei*, and *Duurzame Financiering*, she explores how economic choices can contribute to a more sustainable and future-proof society. She challenges conventional economic thinking and examines the role businesses, governments, and financial institutions can play in the transition toward a more sustainable economy.

As a speaker, Barbara makes complex economic developments accessible and relevant. She explains how societal and geopolitical shifts affect businesses and organizations, highlighting both the challenges and the opportunities they create. With her sharp analysis and clear communication, she offers audiences fresh perspectives on economic growth, entrepreneurship, sustainability, and the future of the economy.