



**Blue Road**  
ACADEMY

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# Impact Report

**2024**



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Impact Report  
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# A word from our CEO.

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Since 2019, we have developed and delivered best in class technical and professional training for newcomers. This year our programs reached new cities in The Netherlands and across the EU. We delivered new curricula on in-demand cloud platforms. Moreover, we redesigned and extended our flagship programs to make it more intensive and rigorous than ever, preparing participants over a period of 12 months.

All these changes have been carefully designed and implemented to further increase the ability for our Alumni to secure full time, rewarding careers in a challenging labour market.

In addition, we took great strides internally to professionalize our organization in areas of finance, commercial, and operations. To achieve this, I created a Leadership Team and prioritized adding more experience to the commercial team to drive sustainable growth.

Thank you to all our participants, funders, and partners who have made this exciting year possible. We are very proud of the social impact we achieved and of the strides we have taken to ensure our sustainability as a social enterprise. I hope you are, too!



A handwritten signature in white ink, appearing to read 'Gaspar Rodriguez'.

– Gaspar Rodriguez, CEO

# Our Mission.

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# Our Vision.

At Blue Road Academy, we solve skills gaps and talent shortages so that every company can harness the transformative power of cloud technology and AI.

We envision a future where every company maximizes investment in their workforce and cloud technology to navigate the changing world of work.



# Our Values.

01

## Community.

There is no such thing as a self-made professional. Everyone has had someone who has helped them get to where they are. This is the power of community. We believe in bringing people together, bring people along, and bringing out the very best potential in the people with whom we work.

03

## Trust.

Trust comes by foot and leaves on horseback. We instil the highest sense of integrity and accountability in order to earn and keep the trust of our community. We are committed to establishing long term relationships with those who share our values.

02

## Performance.

We believe that there is always room for growth and improvement. We do not settle. We continually take a hard look at what we do and focus on improvements. We are life long learners. We strive to ensure the highest quality and professionalism in our work.

04

## Inspiration.

The world is not a fair place and neither is tech. Challenging the status quo is what inspires us. We are not afraid to think and do different. We question, we dare, and we act. The stakes are simply too high to bury our heads in the sand.

## Education. Employment. Equality.

The Sustainable Development Goals are 17 global targets set by the United Nations in 2015 to address challenges like poverty, inequality, and climate change. Businesses can use the SDGs as a roadmap to align their strategies, set measurable goals, and drive positive, sustainable impact.

### 4.4

#### Equitable quality education

Increase the number of adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.

### 8.5

#### Decent work & economic growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



### 10.2

#### Reduce Inequality

Empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status.

# Our Funders.

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Starting in 2024, we brought together three funders working in the newcomer and jobs sector for an ambitious project titled Growth Potential in Tech: A Model for Sustainable Social Entrepreneurship.

The aim of this two year collaboration is to develop our training programs, secure full time roles for our alumni, and professionalize Blue Road Academy into a sustainable organization, thereby creating a social entrepreneurship model for others to follow.



GOLDSCHMEDING  
FOUNDATION  
MENS ▪ WERK ▪ ECONOMIE



Anton  
Jurgens  
Fonds



Start  
Foundation®

# Thank you to our Global Partners.

Without our dedicated partners, employers, and customers, delivering on our mission and supporting the careers of hundreds of participants would not be possible. Thank you for your enduring trust and support!



*and many more!*

# Partnerships with the World's Leading Cloud & AI Platforms.

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By partnering with AWS re/Start, BRA helps bridge the talent gap in cloud computing by equipping underrepresented individuals with the skills and confidence to launch careers in the tech sector.



Since 2019, BRA has been a proud Salesforce Workforce Development partner, having delivered over 60 classroom based cohorts to 600+ participants across the EU.



As an authorized technical and professional workforce development partner for ServiceNow, BRA is training alumni to help streamline and automate workflows and increase operational efficiencies in tech companies.

# Social Enterprise Recognition.

In 2024, Blue Road Academy was officially recognized and registered as a Social Enterprise by the Code Sociale Ondernemingen. This Netherlands based organization is the industry leader that defines what it is to be a Social Enterprise. They independently assess and monitor social enterprises for compliance through five principles of their Code: Mission, Measurement, Stakeholders, Finance, and Transparency.

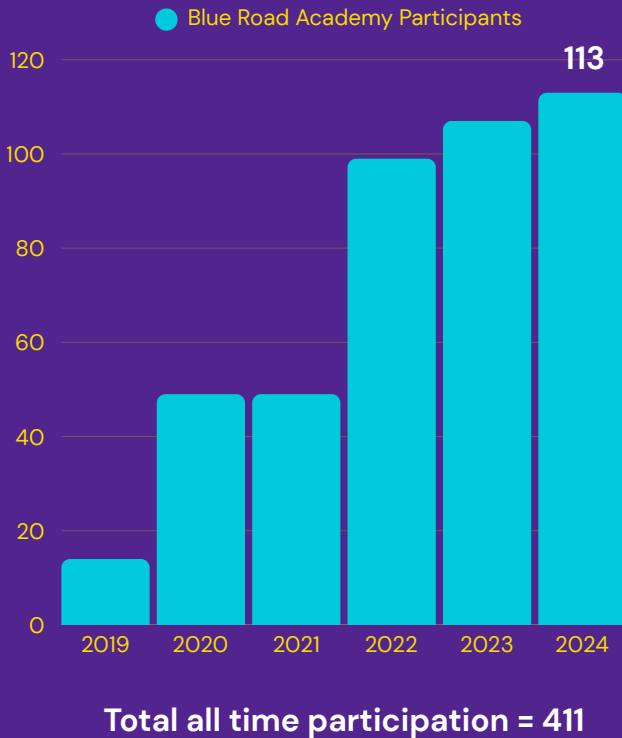
This recognition affirms our status as a mission-first social enterprise, transparently committed to social value creation, inclusive hiring, and reinvestment into impact-driven education.



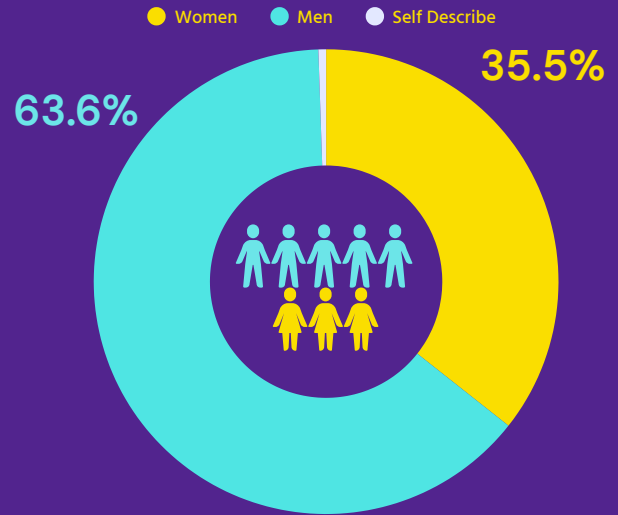
# Our Impact.

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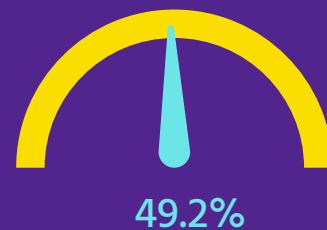
## Total Blue Road Academy Participations



## Gender of Participants



## Alumni Employment Rate



## 2024 Program Activities

**14** Programs Completed

**6** Cities

**293** Classroom Sessions

Den Haag Amsterdam  
Munich Copenhagen  
Utrecht Rotterdam

**1285** Classroom Hours

**21** Jobs Acquired 2024

**177** Technical Certifications Achieved by Alumni

**64** Mentors Matched **9**

# Feedback that drives us.

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"I would like to express my sincere gratitude for the opportunity to be a part of this amazing program and for being introduced to Salesforce."

"Keep up your work and creating a positive impact on society."



Participants report high satisfaction with the technical training.

## 4.7/5

The majority of participants recommend the Blue Road Academy program to others.

## NPS score: +79

A Net Promoter Score (NPS) of +79 indicates exceptionally strong customer satisfaction and loyalty.



Amsterdam



Utrecht



Rotterdam



Munich



Utrecht



Copenhagen



Copenhagen



Den Haag

# Alumni Careers.

Our Alumni have secured various types of roles across the tech industry. In 2024, 21 new jobs were obtained:



Examples:

- Salesforce Consultant
- Data Specialist
- Quality Assurance Engineer
- Data Migration Specialist
- Software Engineer
- Telecommunication Technician
- Communication Advisor
- Business Administrator
- Support Service Engineer

## 2024 Employers.



## Top Employers Institute: Celebrating a Successful Partnership

When Top Employers Institute needed Salesforce Administrators to support their Digital Team, they turned to Blue Road Academy. Akram joined their team in 2021, followed by Fortuna in 2023, both bringing the skills and confidence needed to excel. In 2024 BRA visited the Top Employers Institute's office to reconnect with our alumni and capture with video a bit of the magic that makes this team shine.

Through tailored training and mentorship, Blue Road Academy continues to empower businesses like Top Employers Institute by connecting them with skilled, certified, and dedicated professionals.



"The mentorship program and training gave me all the skills and knowledge I needed to secure my first job in the Netherlands. It was such a smooth process, and I'm grateful for the opportunity." – Akram



"Blue Road Academy gave me all the skills and the knowledge I needed for the interview and made it really easy to get a job." – Fortuna

"It's a win-win. As an employer, it feels good to give people an opportunity they might not have had otherwise. But more importantly, it makes business sense, these are excellent employees who bring tremendous value to our organization." –

Wouter-Tim Burgler  
Director Digital at Top Employers Institute

# Alumni Careers.

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## Theyazen – From Engineering to Impact at Cloudteam

“The training at Blue Road Academy really helped me a lot, especially with changing my career from engineering into tech.” – Theyazen



A few years ago, Theyazen was a successful project and maintenance engineer in the energy sector but wanted to pivot to tech. Determined to make the switch, he enrolled in Blue Road Academy’s program. The BRA Salesforce Specialist training program equipped Theyazen with essential skills in architecture, data management, and automation, while hands-on projects built his teamwork and collaboration abilities. Since joining Cloudteam Company in 2022, Theyazen has played a key role in finance projects across Salesforce Clouds, helping clients streamline financial processes. A highlight was his work with Voedselbank in Breda, a Cloudteam-supported NGO, which increased opportunity for Cloudteam to support more non-profits.

Employer quote:

“Technical skills can be taught, but the attitude and eagerness to learn are what makes someone truly stand out. We look for individuals who fit our company culture and can grow with us. That’s why our partnership with Blue Road Academy is so important.”

– Ronald de Raaff, Head of Delivery, Cloudteam



## Elmira & Ubay – Emerging Leaders at Nextview Consulting



Blue Road Academy’s comprehensive training programs prepared Elmira and Ubay for the challenges of consulting in the Salesforce ecosystem. Elmira and Ubay have exceeded expectations in their respective roles at Nextview, and their influence extends beyond their technical contributions. Ubay introduced team-building activities, boosting morale and creating a more connected team environment. Elmira’s leadership and client-facing skills have set an example for her peers, inspiring others to take the initiative and improve their engagement with clients.

Employer quotes:

“Clients come back asking for Elmira by name, which speaks volumes about her impact.”

**nextview...**

“[Elmira and Ubay] brought a mindset of problem-solving and collaboration, which is exactly what we need.” 13

– Stepan Ruzicka, Practice Manager, Nextview

# 2024 Leadership Team.



CEO & Co-Founder

Gaspar Rodriguez 

Gaspar believes technology should be used to bring out the best in our society. As a 12X Certified Salesforce Architect with over 15 years of experience in the Salesforce ecosystem, Gaspar has worked with social impact organizations, NGOs, and commercial companies around the world to design and implement solutions on the Salesforce platform.

#### Awards

- 2020 Dreamforce Speaker,
- 2020 Golden Hoodie Winner
- 2022 Digital Revolution Award Winner
- 3X Salesforce MVP.

#### Education:

- B.A. from The University of Texas
- M.A. from The Fletcher School of Law & Diplomacy at Tufts University



COO

Phoebe Denham 

Phoebe brings over 15 years of experience at numerous start-ups, scale-ups, large-scale international, private and social impact organizations. Phoebe is an experienced business and legal thought leader and advocate, specializing in inclusivity, emotional intelligence and circularity. A passionate expert in bridging the connection between emotional intelligence and business intelligence through sustainable business triple bottom lines; people, planet and prosperity.

#### Education:

- Bachelors of Law and Business from Queensland University
- MBA from Griffith University



Commercial & Alliance Director  
& Co-Founder

Nick Broekema 

Nick has extensive experience in business development, strategic partnerships, and scaling tech-driven organizations. His leadership is instrumental in fostering collaborations that drive growth and expand the Blue Road Academy's reach within the European tech landscape.

#### Education:

- B.A. in Communication and Media from Hanze

# 2024 Team.

## 2024 Team



Program Manager  
Portia Georgouras 



Senior Program Manager  
Sarah Anita Ghans 



Business Development Representative  
Gabriele Leone 



Salesforce Instructor & Developer  
Alexander Alraheb 



Senior Sales Manager  
Koen van Zanten 



Intern  
Johnathan Wilson



Intern   
Daiana Kliuchnikova

# 2024 Impact Advisory Board.

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Advisory Board Member

Ivar Jansen



Advisory Board Member

Iulian Circo



The Impact Advisory Board is an independent oversight body which is monitoring the achievement of Blue Road Academy's social objectives and ensuring business operations align with the social mission.

# The Road Ahead.

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## The Social Enterprise.

In 2025, we look to strengthen the business as a whole, as we build on our commercial avenues. We will strive to deliver on our go to market strategy that develops customised training programs and real outcomes for businesses up-skilling and re-skilling their teams. This work ensures our sustainability as a social enterprise.

## Programs that work.

In 2024, we trained hundreds of participants, strengthened partnerships, and placed alumni into meaningful careers across Europe. Our model is working — delivering real outcomes in employment, confidence, and community. With every graduate, we're showing that inclusive tech education drives long term social and economic value.

## Building the future of Tech.

We know this work matters. It's time to grow it. If you're a funder, partner, or employer looking to build an inclusive, future-proof tech industry, we invite you to join us. We've laid the foundation — now let's scale the impact.

## Deeper Partnerships.

In the year ahead, we will expand to new cities, deepen our industry partnerships, and launch new training tracks to meet the fast-changing needs of the tech sector. We're building the infrastructure to grow sustainably — and to ensure our participants remain competitive in a global workforce.

# Thank you!

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<https://linkedin.com/company/BlueRoadAcademy>

We welcome comments and feedback on this Impact Report: [hello@blueroadacademy.com](mailto:hello@blueroadacademy.com)

Blue Road Academy is a registered Social Enterprise in The Netherlands.  
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