



Dinette Koolhaas
President, Kelly® International

[Dinette Koolhaas](#) is senior vice president, and president of Kelly International. Based in Switzerland, Dinette is focused on driving growth strategies across Kelly® operations in Europe, Russia and Mexico. Kelly is a global staffing leader that is always thinking about what's next in the evolving world of work.

Named to her role in 2020, Dinette previously served as vice president and operations leader for Kelly's EMEA Region where she helped strengthen Kelly's regional position and competitiveness. She earned a reputation as a leader who positively transforms businesses with risk-taking approaches to meet business goals.

Dinette spent 12 years with USG People before joining Kelly in 2008 to lead operations across Western Europe, where she was responsible for delivering on regional and country-specific growth strategies across eight countries. Her focus on specialization and verticalization has helped strengthen Kelly's competitiveness in the European market, especially in the life sciences industry. She was promoted to vice president and operations leader for EMEA in 2013 and senior vice president in 2019.

Raised in a high-energy entrepreneurial family with a positive mindset, Dinette learned early in her career to balance strategic thinking with a keen eye for operational detail. This has allowed her to develop strong teams, build solid customer relationships, suggest the appropriate operational course and follow through to ensure positive results.

Dinette holds a master's degree in business administration from the Business School Netherlands and serves on the board of the World Employment Confederation. *Staffing Industry Analysts*® recognized Dinette as one of the most influential leaders in the staffing industry, naming her to its 2020 and 2023 "Staffing 100" and "Global Power 150" Women in Staffing lists.