

## Woman Owned Company Creates Software for Remote EA's

Promoting Productivity, Collaboration and Interpersonal skills

**AMSTERDAM, Headroom Assistance Inc., 16 March 2023:** Amsterdam native and Founder of Headroom Assistance (Headroom), Kristel Kuit is introducing a new software platform for remote Executive Assistants (EAs) at Hannover Messe 2023. Gone are the days of TO DO notebooks and stagnant complicated calendars. Headroom's proprietary software platform, "Headroom Workspace", allows for EAs to easily and securely track the progress of workload on a daily basis, monitor and improve performance, measure productivity, provide data sets to optimize capacity planning and upskill EAs.

At Hannover Messe 2023, press will have a chance to peek into the future of the EA industry with Headroom - at Hall 17, F60 - Psp.

Headroom's CEO, Kuit, a former EA herself, submitted the company's business plan as a student project at San Francisco University. She eventually launched the company in 2012 after seeing the challenges of EAs working in isolation and lacking L&D opportunities. This is where Kuit saw a void, the difference between a traditional on site employee and a remote/WFH/Virtual" and filled it. Education and flexibility are becoming increasingly important to both companies and the workforce and Headroom helps with that. When working on site there is usually support and resources from the parent company. Remote EAs are usually left to their own devices and this can cause a disconnect between the EA and the executive.

*"When we started, we created a white space in the market where there were no companies like Headroom. Eleven years later, we are still innovating in the industry by combining technology and productivity software", says Kuit.*

Historically, an EA conforms to doing things the executive's way. Kuit and her team of EAs know that they often take on the role of a silent partner, collaborator and the confidant of the executive and as such should control their own productivity and development, conforming to a workstyle that has room for innovation and improvement.

*"When an EA is in control of how he or she consistently performs tasks, the EA will be more productive. If you have a software system that allows you and the executive to see productivity, tasks that can easily be overlooked or time sensitive reminders are at your fingertips" says Kuit.*

Kuit also speaks to the personal cycle of a long term working relationship between EAs and executives, promoting longevity and trust. Kuit created the "handover", a policy that ensures an internal temp EA is always available when the primary EA is out of the office. This further ensures continuity of workflow and nothing falls in the cracks. It is also important to Kuit to create avenues for professional growth for the EA. Headroom's Learning Academy has developed twenty-five learning journeys to expand skill sets and knowledge.

Kuit is an entrepreneur who believes in the vital role of the EA and applied her own experiences as a female entrepreneur and as a former EA. Understanding the needs of an EA and those of a C-level executive has allowed Kuit to think outside the box to offer solutions for time management, project management and growth opportunities for Headroom Assistants. And that is a win-win for both!

~End~

#### **About Headroom**

Headroom Assistance Inc. was founded in 2012 in Amsterdam and employs educated, tech-powered remote executive assistants around the world. Headroom currently employs remote EA's in Atlanta and Texas who support executives in New York, Texas and California and Kuit is poised to add more. With our proprietary task management software and EA academy we raise both Executives and Executive Assistants to the next level.

Follow Headroom at [Instagram](#), [Twitter](#) and [LinkedIn](#) or learn more at <https://www.headroomassistance.com>.

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