

# Resume

## Persona

**Name:** Witteveen, Alexander  
**Address:** [Amsterdam](#), Netherlands  
**Date of Birth,Place,Nationality:** 26 September 1979, Alphen aan den Rijn, [Netherlands](#)  
**Telephone:** +31 647145706  
**E-Mail address:** [xanderwitteveen@gmail.com](mailto:xanderwitteveen@gmail.com)  
**LinkedIn:** <http://www.linkedin.com/in/alexanderwitteveen>  
**Website:** <https://alexanderwitteveen.com>



## Professional Work Experience

2016 - Present	<b>Position:</b> Senior Manager System Development A.I (MT Board-member) <b>Employer:</b> <a href="#">PGGM.nl</a> <b>Responsibilities:</b> Responsible for multiple SCRUM implementation teams and software architecture releases for corporate clients (Philips, Rabobank, Zorg & Welzijn) within a complex delivery environment (220+ employees in 18 parallel scrum team environment). Primary focus on software architecture design, development, testing, targeted development, craftsmanship and Agile team transition to deliver maintainable software. I embed vision and drive for continuous improvement teams, processes and technology. <b>Key Achievements:</b> <ul style="list-style-type: none"> <li>• Management of multiple SCRUM feature teams (Guide +/-45 people in Continuous Delivery, DevOps transition);</li> <li>• Dramatically reduce Time-to-Market;</li> <li>• Responsible for planning and execution of automated provisioning of 1000+ instances;</li> <li>• Servicing 2.5 Million customers (Monthly);</li> <li>• Responsible for CRA System, processing €2 Billion Euro yearly (high volume, low transactions).</li> <li>• Responsible for BAD System. Core administration processing architecture;</li> <li>• Migrate / lead productive multi-disciplinary teams (external and direct reports);</li> <li>• Translation and execution complex concepts in a concise manner;</li> <li>• Staff communication, evaluation and personalized development;</li> <li>• Initiating continuous improvements in processes, systems and methods within all teams;</li> <li>• Conducting proper performance dialogue;</li> <li>• Further transfer of the transition where Agile system development is currently located. Focused on the production chain as a whole (end to end);</li> <li>• Increasing the quality of the production process of system development;</li> <li>• Encourage the teams to identify, from the perspective of the customer, continuous opportunities and bottlenecks and suggest/implement improvements.</li> </ul>	Zeist
2015 - 2016	<b>Position:</b> Senior Manager Development & Product Delivery <b>Employer:</b> <a href="#">HoyHoy.nl</a> <b>Responsibilities:</b> Operational management of Development Team and Strategic steering of the Delivery Team. Implementing an Agile work methodology and building a strong architecture through high performance multi-disciplinary Agile Scrum teams (Front/Back/Architect/Full Stack/OPS and QA). <b>Key Achievements:</b> <ul style="list-style-type: none"> <li>• 50% team growth.</li> <li>• Elected Company Agile Champion.</li> <li>• Product roadmap &amp; strategy.</li> <li>• Assist product SAAS transition to private Cloud.</li> <li>• Talent acquisition: International outside EU hiring of new team members.</li> <li>• Created three true Agile Scrum teams.</li> <li>• Implementation of Bamboo, Jira/Docker CI/CD structure (Feature branching).</li> <li>• Delivered Delivery Organization framework.</li> <li>• Delivered Product Roadmap definition and work process.</li> <li>• 17% Efficiency improvement by implementing centralized communication.</li> <li>• Transparency improvement by centralizing documentation and significant company wide improved participation.</li> </ul>	Haarlem

		<ul style="list-style-type: none"> <li>• Product quality improvement by implementing a development handbook.</li> <li>• Product quality improvement by implementing automated- and unit testing.</li> <li>• Operational excellence by generating management insight into team performance.</li> <li>• Operation excellence by implemented a structure to get team to a higher level, like Development manual, onboarding manual, stricter hour /annual leave registration (Tempo Jira) and a Monthly evaluation structure.</li> </ul>	
2010 - 2015	Position: Manager IT & Product Delivery Employer: <a href="#">InSided Media B.V.</a> Responsibilities: Operational management of Project Implementation team, Implementing complex SAAS (Cloud) IT projects through multi disciplinary teams (Front/Back/Architect/Full Stack/OPS and QA), Companywide project planning, Technical capacity planning, Agile implementation, Scrum master, Dealing with External suppliers and Freelancers. Key Achievements:	<ul style="list-style-type: none"> <li>• Managed/realized 29 projects (e.a. KPN, Ziggo, NS, Rabobank, SNSBank, Reaal, Achmea, Interpolis, ZilverenKruis, T-Mobile, TomTom, Sonos)</li> <li>• Developed Hybrid Agile Scrum methodology for delivery of projects.</li> <li>• Full SAAS platform running on AWS.</li> <li>• 100% of all project implementations delivered on Time!</li> <li>• 7.8 rating in customer satisfaction.</li> <li>• Transformation: Employee/team satisfaction from 6.4 to 7.8.</li> <li>• Transformation: More focus on personal development.</li> <li>• Transformation: Implemented structure to get team to a higher level, like Implementation manual, onboarding manual, strict hour registration (Harvest) and Monthly evaluation structure.</li> <li>• International outside EU hiring of new team members.</li> <li>• 50% team growth.</li> <li>• 37% growth in team productivity.</li> <li>• Setup Application process for new developers.</li> <li>• Well-defined CI and CD structure.</li> <li>• Management insight into project dynamics/hour.</li> <li>• Transition and focus towards customer centered delivery.</li> <li>• Arranged next-gen internal (Wired/WiFi) infrastructure 200+ clients.</li> <li>• Planned first Front-end Meet-up (January 2015) with two presentation slots.</li> </ul>	Amsterdam
2009 - 2010	Position: Infrastructure Product Manager Employer: Royal Netherlands Academy of Sciences, Data Archiving and Networked Services Responsibilities: Managed two ICT international social web infrastructure projects ( <a href="#">ALFALAB</a> , <a href="#">CLIO-INFRA</a> ). Key Achievements:	<ul style="list-style-type: none"> <li>• Effectively allocated and managed multiple multi-disciplinary project teams, giving them clear goals, time-frames ensuring deadlines are met and products are successfully developed, tested and implemented.</li> <li>• Responsible for coordinating Usability testing, interaction- and graphical design for the <a href="#">EASY repository</a>.</li> <li>• Focus on holistic solutions.</li> <li>• Wrote several new project propositions, which received external funding.</li> <li>• Effectively setup a team working structure, ensuring high quality work.</li> <li>• Cross-functional iterative development cycles in collab. with research, marketing, product and design partners. Developed several successful prototypes.</li> </ul>	The Hague
2007 - 2009	Position: Programme Coordinator <a href="#">IOP Man-Machine Interaction (MMI)</a> Programme: 11 Million euro with a lifespan of 1999 - 2011 Employer: <a href="#">Rvo.nl</a> Responsibilities: Responsible for the design, implementation and execution of the innovation oriented research programme (IOP) Man-Machine Interaction. Key Achievements:	<ul style="list-style-type: none"> <li>• Played a key role in effectively leading a stakeholders steering group (10) to strategically identify and address MMI domain problems, resulting in domain-focused research.</li> <li>• External positioning (marketing) and opening new opportunities for HCI professionalization, resulting in the entrepreneurial start of the CHI-Business branch.</li> <li>• Successfully structured and managed several research projects to assure quality and lead multiple conferences and workshops.</li> </ul>	The Hague

		<ul style="list-style-type: none"> <li>Managing 3<sup>rd</sup> party external suppliers.</li> </ul>	
2007 - 2009	Position: Programme: Employer: Responsibilities:  Key Achievements:	International Programme Manager STEVIN (Language and Speech Tech.) 11,4 Million euro with a lifespan of 2004 - 2011 <a href="http://Rvo.nl">Rvo.nl</a> Responsible for the bottom-line factors of implementation of the defined policy and the correct execution of programme. <ul style="list-style-type: none"> <li>Managed a portfolio of 12 R&amp;D projects, resulting in 89% successful project completion rate.</li> <li>Developed and implemented a tactical years plan, resulting in TST domain focus, insight and programme budget expenditures.</li> </ul>	The Hague
2007 - 2009	Position: Employer: Responsibilities:  Key Achievements:	Consultant/Ambassador High-Tech Systems & Materials <a href="http://Rvo.nl">Rvo.nl</a> Responsible researching, analyzing and definition of frame-work setting policies for the <a href="#">High-Tech Point-One innovation programme</a> . <ul style="list-style-type: none"> <li>Effectively researched and informed management on the State-of-the-arts.</li> <li>Successfully researched and resolved management communication issues with external department, resulting in image improvement and cooperation/collaboration.</li> </ul>	The Hague
2006 - 2007	Position: Employer: Responsibilities:  Key Achievement:	UCD Product Manager User-Centered Experience Lab Google Responsible for formulating, researching, developing and testing of multiple User Experience and Usability projects. Responsible for the internal dissemination of project results. <ul style="list-style-type: none"> <li>Successfully contributed to the Google Search engine with User Experience and Usability projects.</li> </ul>	Ireland

Professional Course		
2015	Certified Professional Product Owner	Xebia
2013	Certified Professional Scrum master	Prowareness
2012	Prince2 Project Management	Global Project Performance
2009 - 2010	Strategy & Programme Management	Krauthammer
2009	Web 2.0	AgencyNL
2009	AgencyNL Subsidy/grant course	AgencyNL
2008	Development within the Government	AgencyNL
2007	Google User Experience	Google

Educational Background			
2004 - 2007	Institute:  Degree/Title: Thesis: Key Highlights:	Leiden Institute of Advanced Computer Science (LIACS), <a href="#">Media Technology</a> Yes 2007, Master of Science MSc., GPA of 3.70 <a href="#">Computed Obedience</a> Social Interaction, User Experience Design, Human Media Interaction, Human Computer Interaction, Multi Media Systems, Sense Interference, Sound Space & Interaction, Alter Ego, Hardware Engineering, Image, SPSS, Technology & Philosophy.	Leiden University
2000 - 2004	Institute:  Degree/Title: Thesis: Key Highlights:	<a href="#">Product Design &amp; Development of Interaction</a> Yes 2004, Bachelor, BSc., GPA of 3.20 E-Commerce as a self-serving platform Project Management, Multimedia Design, Man-machine interfacing, Usability Graphical User Interface Design, User Experience, Software engineering, Surveys, UML modeling, Statistics (SPSS).	Hague University

Sideline Experience			
2004 - 2012	Activity:  Employer: Key Achievements:	Designer/Consultant ICT Software & Hardware and Open Source developer Self Employed / Entrepreneur <ul style="list-style-type: none"> <li>Successfully contributed to multiple Open-Source projects, e.g. osCommerce, leading to added/enhanced featured or improvements.</li> <li>Substantially improved companies ICT knowledge, leading to proper strategic ICT product planning directives.</li> <li>Implement ICT directives and support the customers and employees.</li> </ul>	Netherlands

2011	Activity:	UX Product Manager for Facebook.com Groups	Netherlands
	Employer:	Self Employed / Entrepreneur	
	Key Achievements:	<ul style="list-style-type: none"> <li>• Successfully researched, designed and developed a product redesign.</li> <li>• Developed Prototype, Mockups, Video material, UX repository and supporting documentation for project management.</li> </ul>	
2011	Activity:	Easy Repository Test Audit for the ISO 16363 Certification	The Hague
	Employer:	Data Archiving and Networked Services (DANS)	
	Key Achievement:	<ul style="list-style-type: none"> <li>• Commended for proactively collaborating on the Audit's ICT aspect.</li> </ul>	

### Technical Proficiency

Amazon Web Services (AWS), Azure, VMWare, Docker, Jenkins, Bamboo, Jira, Confluence, HipChat, VMWare, ISO certification, Jira, Human-Computer-Interaction, Social Media, Axure, Balsamiq Mockups, Adobe Creative Suite (Photoshop/Fireworks/Illustrator/Premiere), Programming languages (C++/.Net, JAL, (X)HTML, JAVA, JAVAScript, PHP, jQuery/Ajax), LUA, Microsoft Dynamics/CRM, Linux, OSX and Windows, System/Network Infrastructure, Electronics, Google Docs, Dropbox, OneDrive, TeamGantt, Harvest, .NET, SpecFlow, Specification by Example, (A)TDD, SOLID, YAGNI, KISS.

### Reference

- I would like to refer you to my [LinkedIn](#) profile or personal [website](#) for extensive granularity pertaining my accomplishments, Roles and Responsibilities.
- Multiple References are available upon request.