

## Alexander Witteveen key qualities on one A4

Key qualities can be crosschecked by reading 3<sup>rd</sup> party recommendations on [LinkedIN](#). Multiple references available upon request.

### Education:

- BSc. in Product Development (UX);
- MSc. in (Computer Science) Information Technology;
- Prince2 Certified;
- Professional Scrum master and Product Owner Certified.

### Experience:

- “Unique” Balance of a hands-on entrepreneurial mind-set (business focus) combined with deep solid understanding of product ownership and IT applications related to e-Commerce and SAAS (cloud). This fine balance enables him to influence key stakeholders, challenge experts company wide and in different departments, making sure everybody is aligned and on the same level. Solid technical pedigree, and customer focused mind-set (disruptive products make a difference).
- He has an Agile mind-set that brings a strategic and transparent way of working. He uses this to intrinsically motivate people, influence stakeholders and give teams/organization insight into strategy execution and decision-making. He combines this with excellent communication skills ranging from operational to C-level, resulting in department alignment and team focus on KPI's.
- Highly experienced Director within multiple large and complex online environments. Proven by delivering 30+ deadline driven corporate large-scale international 3<sup>rd</sup> party synched rollouts (e.a. EIRCOM, METEOR, KPN, Sunweb, TomTom, Sonos, Ziggo, NS, Rabobank, SNSBank, Reaal, Achmea, Liberty Global, ZilverenKruis, T-Mobile).
- Experienced 10+ years line and team manager (coach) with extensive Sr. best practice knowledge of Project/Product management. Strong mentoring and coaching skills.
- He worked in and with waterfall, Agile and Hybrid organisations. Experienced in company wide scaled Agile transformation (C-level), on both an organisation and technology level.
- Extensive experience with Product Management and Requirements Engineering (Business Analyst).
- Great understanding of the e-commerce/online industry and experienced with high transaction time critical environment. Also, experienced in working within international UK, DE, FR Businesses.
- Driver of digital change and Strategic steering of product portfolio.
- Managed multiple Agile (SCRUM) departments of 45+ online experts (direct reports) in online product, disruption, sales, conversion optimisation (journeys) and technical development.
- As a director and program manager used to being P&L responsible for 10+ M Euro programmes.

### Personal Qualities:

- A proven innovator. He can see problems through to resolution and come up with pragmatic, workable and agreed upon solutions.
- As an entrepreneur, experienced senior project manager and program director made him Strategic IT savvy and P&L responsible Director.
- Successfully proven people manager. Knows how to retain/harness talent and creating self-organising and intrinsically motivated teams. This enables him to energise a team through trust, integrity, strength of vision and dynamism.
- A true Team player, who places great emphasis on collective achievement. Rewards individual, team contributions and especially people that go above and beyond (The A-Players).
- Due to his entrepreneurial business mind-set with fine product/tech balance makes him an excellent problem solver with a strong strategic and commercially driven approach. This also enables him to explain complex IT issues in clear jargon-free language.
- He has a strong analytical approach into solving large-scale challenges. Brings great insight into conceptualizing the “bigger picture” and also able to compartmentalize the problem and able to zoom in and out delivering a suitable scalable (“bigger picture”) solution.
- Having worked within high-pressure start-ups, government, e-commerce and with 3<sup>rd</sup> party corporate clients/suppliers gives him the ability to focus team efforts on delivering outcomes rather than creating journeys.