

# Resume

## Persona

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## Professional Work Experience

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|-------------|-------------------|--|-----------|
| 2016 - 2017 | Position:         | Director of Engineering, Operations & CPO (DC Board-member)  | Amsterdam |
|             | Employer:         | <a href="#">Beate Uhse</a>   |           |
|             | Responsibilities: | Responsible for the Group's (30+) software engineering and operations department (B2B, B2C, Retail and wholesale) in 10 different countries, under different brands such as Christine le Duc (NL), Pabo (BE/NL), Beate Uhse (DE, AT, Eastern EU), Adam et Eve (FR).  |           |
|             | Key Achievements: | <p>Primary focus on setting up DevOps teams on multiple locations, define enterprise architecture, development proces, testing, office automation, customer targeting, software craftsmanship and Agile team transition to deliver high quality maintainable software. I embed vision and drive our product for continuous improvement, processes and technology.</p> <ul style="list-style-type: none"><li>• Management of multiple DevOps feature teams (Guide +/-30 people in Continuous Delivery, DevOps transition);</li><li>• Responsible for group's office automation architecture servicing 450+ employees in 10 different countries and 70 brick stores;</li><li>• Dramatically reduce Time-to-Market;</li><li>• Servicing 16 Million customers in 10 different countries;</li><li>• Responsible for Enterprise Architecture, processing high volumes, low transaction rates;</li><li>• Responsible for ERP System. Central data processing and financial information;</li><li>• Migrate / lead productive multi-disciplinary teams (external and direct reports);</li><li>• CPO of Company Product Roadmap;</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 and coaching.</li></ul> |           |
| 2015 - 2016 | Position:         | Senior Manager Software Development A.I (MT Board-member)  | Zeist     |
|             | Employer:         | Pggm.nl  |           |
|             | Responsibilities: | 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 20+ 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.  |           |
|             | Key Achievements: | <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 by 21%;</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 core administration processing architecture;</li><li>• Responsible for setting up a companywide development Young Development Programme (+/-15 people);</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 and coaching;</li><li>• Identify A-Players and provide company investment (time, career path);</li></ul>   |           |

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|             |   | <ul style="list-style-type: none"> <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> |  |
| 2015 - 2016 | <b>Position:</b> Senior Manager Development & Product Delivery<br><b>Employer:</b> <a href="http://HoyHoy.nl">HoyHoy.nl</a><br><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).<br><br><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> <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>  | Haarlem  |  |
| 2012 - 2015 | <b>Position:</b> Manager IT & Product Delivery<br><b>Employer:</b> <a href="http://InSided Media B.V.">InSided Media B.V.</a><br><b>Responsibilities:</b> 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.<br><br><b>Key Achievements:</b> <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  |  |

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| 2010 - 2011 | Position:<br>Employer:<br>Responsibilities:<br>Key<br>Achievements:               | Infrastructure Product Manager<br>Royal Netherlands Academy of Sciences, Data Archiving and Networked Services<br>Managed two ICT international social web infrastructure projects ( <a href="#">ALFALAB</a> , <a href="#">CLIO-INFRA</a> ).<br><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 |
| 2008 - 2010 | Position:<br>Programme:<br>Employer:<br>Responsibilities:<br>Key<br>Achievements: | Programme Coordinator <a href="#">IOP Man-Machine Interaction (MMI)</a><br>11 Million euro with a lifespan of 1999 - 2011<br><a href="#">Rvo.nl</a><br>Responsible for the design, implementation and execution of the innovation oriented research programme (IOP) Man-Machine Interaction.<br><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> <li>Managing 3<sup>rd</sup> party external suppliers.</li> </ul>  | The Hague |
| 2008 - 2010 | Position:<br>Programme:<br>Employer:<br>Responsibilities:<br>Key<br>Achievements: | International Programme Manager STEVIN (Language and Speech Tech.)<br>11,4 Million euro with a lifespan of 2004 - 2011<br><a href="#">Rvo.nl</a><br>Responsible for the bottom-line factors of implementation of the defined policy and the correct execution of programme.<br><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 |
| 2008 - 2010 | Position:<br>Employer:<br>Responsibilities:<br>Key<br>Achievements:               | Consultant/Ambassador High-Tech Systems & Materials<br><a href="#">Rvo.nl</a><br>Responsible researching, analyzing and definition of frame-work setting policies for the <a href="#">High-Tech Point-One innovation programme</a> .<br><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 |
| 2007 - 2008 | Position:<br>Employer:<br>Responsibilities:<br>Key<br>Achievement:                | UCD Product Manager User-Centered Experience Lab<br>Google<br>Responsible for formulating, researching, developing and testing of multiple User Experience and Usability projects. Responsible for the internal dissemination of project results.<br><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:      | Leiden Institute of Advanced Computer Science (LIACS), <a href="#">Media Technology</a>   | Leiden University |
|                        | Degree/Title:   | Yes 2007, Master of Science MSc., GPA of 3.70   |                   |
|                        | Thesis:         | <a href="#">Computed Obedience</a>  |                   |
|                        | Key Highlights: | 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. |                   |
| 2000 - 2004            | Institute:      | <a href="#">Product Design &amp; Development of Interaction</a>   | Hague University  |
|                        | Degree/Title:   | Yes 2004, Bachelor, BSc., GPA of 3.20   |                   |
|                        | Thesis:         | E-Commerce as a self-serving platform   |                   |
|                        | Key Highlights: | Project Management, Multimedia Design, Man-machine interfacing, Usability Graphical User Interface Design, User Experience, Software engineering, Surveys, UML modeling, Statistics (SPSS).   |                   |

| Sideline Experience |                   |  |             |
|---------------------|-------------------|--|-------------|
| 2004 - 2012         | Activity:         | Designer/Consultant ICT Software & Hardware and Open Source developer  | Netherlands |
|                     | Employer:         | Self Employed / Entrepreneur   |             |
|                     | Key Achievements: | <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> |             |
| 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, Docker, Jenkins, Bamboo, Jira, Confluence, HipChat, VMWare, ISO certification proces, Jira, User Experience Design, (UX), Social Media, Axure, Balsamiq Mockups, Adobe Creative Suite, Multiple Programming languages (C++/.Net, JAL, (X)HTML, JAVA, JAVAScript, PHP, LUA), Microsoft Dynamics AX/CRM, Linux, OSX and Windows, System/Network Infrastructure, Electronics, Google Docs. |

| Reference  |
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| <ul style="list-style-type: none"> <li>• I would like to refer you to my <a href="#">LinkedIn</a> profile or personal <a href="#">website</a> for extensive granularity pertaining my accomplishments, Roles and Responsibilities.</li> <li>• Multiple References are available upon request.</li> </ul> |