

Resume

Persona

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Professional Work Experience

2018 - Present	Position:	Vice President (VP) of Technology Excellence & Engineering @ Elsevier	Amsterdam
	Employer:	Elsevier (RELX)	
	Responsibilities:	I lead a team of over 170+ technologists worldwide reinventing the tools we offer to researchers (academic or corporate), universities, and funders (public or private). We are pivoting our product portfolio into a set of connected platforms with a solid data foundation and an increasing number of smart Machine Learning based functionality.	
	Key Achievements:	<p>Significantly rebalanced our technology team by insourcing and building (head of house) a new Tech Hub (220+) in Amsterdam as well as establishing the leadership team. This has resulted in a stronger and smarter delivery portfolio, a whole new level of partnership with our business colleagues and ultimately increased value for our customers.</p> <ul style="list-style-type: none"> Responsible for initiating and scaling to a 220+ Technology Hub within a complex matrix environment; Responsible for 170+ FTE across geographical sites; Technical leadership through management of multiple DevOps teams; - Strategy alignment cross-product and driving resolution of technical Impediments; Custodian of €16M+ TechPnL portfolio; Product delivery – Scopus: Worlds largest abstract and citation database of peer-reviewed literature: scientific journals, books and conference proceedings; Initiating and scaling Technology Excellence across Research Technology (Employer of Choice, Location strategy, Parity, Agile delivery); Advocating a data driven customer first approach through alignment of product and technical roadmap; Delivered foundation for creating High Performance Squads through focussing on people and technical excellence; Result: Scaling Elsevier World Class Technology Onboarding Globally (onboarding 300 new joiners) with an eNPS of +91. Result: Improving eNPS score of -35 to 12 within first 8 months in role; Result: Delivered 316% FTE Hypergrowth (32 to 137) within 18 months; Result: Attract 26% of all Talent hires from identified Top 20% Technology companies (Booking.com, Google, Amazon, Philips, Fintech); Result: Tenure of talent, 3% nregretted leavers after 18 months (13.4% Industry average). 	
2016 - 2018	Position:	Chief Technology Officer (CTO)	Amsterdam
	Employer:	Beate Uhse	
	Responsibilities:	Responsible for the Group's (35+) 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 process, 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"> Clear technology roadmap by connecting vision to product innovation and building operational accountability to deliver against company Vision, Mission and Strategy; Budget responsible €10+ Million Euro; Building and managing multiple DevOps GEO teams (Guide +/-35 people in Continuous Delivery, Product, DevOps transition); Disruption and continuous learning by facilitating a "start-up" atmosphere within corporate setting; Group's Office Automation architecture servicing 450+ employees in 10 different countries and 60+ retail store locations; 	

		<ul style="list-style-type: none"> • Engineering strategy (Azure/Private Cloud, deployment, provisioning, cloud agnostic) and API-Led Architecture; • Dramatically reduced product Time-to-Market; • Servicing 16 Million customers in 10 different countries; • Responsible for Enterprise Architecture, processing high volumes (200K); • Responsible for ERP System. Central data processing and financial information; • Migrate / lead productive multi-disciplinary teams (external and direct reports); • Initiating continuous improvements in processes, systems and methods within all teams; • Conducting proper performance dialogue and coaching of colleagues. 	
2015 - 2016	Position: Employer: Responsibilities: Key Achievements:	Senior Manager Software Development A.I (MT Board-member) Pggm 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. <ul style="list-style-type: none"> • Management of multiple SCRUM feature teams (Guide +/-45 people in Continuous Delivery, DevOps transition); • Dramatically reduce Time-to-Market by 21%; • Servicing 2.5 Million customers (Monthly); • Responsible for CRA System, processing €2 Billion Euro yearly (high volume, low transactions); • Responsible for core administration processing architecture; • Responsible for setting up a companywide development Young Development Programme (+/-15 people); • Migrate / lead productive multi-disciplinary teams (external and direct reports); • Translation and execution complex concepts in a concise manner; • Staff communication, evaluation and personalized development; • Initiating continuous improvements in processes, systems and methods within all teams; • Conducting proper performance dialogue and coaching; • Identify A-Players and provide company investment (time, career path); • Further transfer of the transition where Agile system development is currently located. Focused on the production chain as a whole (end to end); • Increasing the quality of the production process of system development; • Encourage the teams to identify, from the perspective of the customer, continuous opportunities and bottlenecks and suggest/implement improvements. 	Zeist
2015 - 2016	Position: Employer: Responsibilities: Key Achievements:	Senior Manager Development & Product Delivery HoyHoy.nl 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). <ul style="list-style-type: none"> • 60% team growth. • Elected Company Agile Champion. • Product roadmap & strategy. • Talent acquisition: International outside EU hiring of new team members. • Created three true Agile Scrum teams. • Implementation of Bamboo, Jira/Docker CI/CD structure (Feature branching). • Delivered Delivery Organization framework. • Delivered Product Roadmap definition and work process. • 17% Efficiency improvement by implementing centralized communication. • Transparency improvement by centralizing documentation and significant companywide improved participation. • Product quality improvement by implementing a development handbook. • Product quality improvement by implementing automated- and unit testing. • Operational excellence by generating management insight into team performance. • Operation excellence e.g. by implemented a structure to get team to a higher level, like Development manual, onboarding manual and a Monthly evaluation structure. 	Haarlem
2012 - 2015	Position:	Sr. Manager IT & Product Implementation Delivery	Amsterdam

	Employer:	InSided Media B.V.	
	Responsibilities:	Operational management of Project Implementation team, implementing complex SAAS (Cloud) engineering 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"> Managed/realized 29 SAAS projects (e.a. KPN, Ziggo, NS, Rabobank, SNSBank, Reaal, Achmea, Interpolis, ZilverenKruis, T-Mobile, TomTom, Sonos) Developed Hybrid Agile Scrum engineering methodology for project delivery. SAAS product running on AWS. 100% of all project implementations delivered on Time! 7.8 rating in customer satisfaction. Employee/team satisfaction from 6.4 to 7.8. International outside EU hiring of new team members. 50% team growth. 37% growth in team productivity. CI and CD structure. 	
2010 - 2011	Position:	Infrastructure Product Manager	The Hague
	Employer:	Royal Netherlands Academy of Sciences, Data Archiving and Networked Services	
	Responsibilities:	Managed two ICT international social web infrastructure projects (ALFALAB , CLIO-INFRA).	
2008 - 2010	Position:	Programme (11 M euro) Coordinator IOP Man-Machine Interaction (MMI)	The Hague
	Employer:	Rvo.nl	
	Responsibilities:	Responsible for the design, implementation and execution of the innovation-oriented research programme (IOP) Man-Machine Interaction.	
2008 - 2010	Position:	International Programme (11,4 M euro) Manager STEVIN (Language and Speech Tech.)	The Hague
	Employer:	Rvo.nl	
	Responsibilities:	Responsible for the bottom-line factors of implementation of the defined policy and the correct execution of programme.	
2008 - 2010	Position:	Consultant/Ambassador High-Tech Systems & Materials	The Hague
	Employer:	Rvo.nl	
	Responsibilities:	Responsible for researching, analyzing and definition of frame-work setting policies for the High-Tech Point-One innovation programme .	
2007 - 2008	Position:	UCD Product Manager User-Centered Experience Lab	Ireland
	Employer:	Google	
	Responsibilities:	Responsible for formulating, researching, developing and testing of multiple User Experience and Usability projects. Responsible for the internal dissemination of project results.	

Professional Course

2020	White Belt - Foundational Security Training (#2865)	Security Journey
2019	Strategic Leadership Experiences SM (5 Day)	DDI
2019	OKR and AGILE by Felipe Castro	Lean Performance
2019	Machine Learning Masterclass (3 Day)	Bosatsu
2018	How to Create Products Customers Love	SVPG (Silicon Valley Product Group)
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

Educational Background

2004 - 2007	Institute:	Leiden Institute of Advanced Computer Science (LIACS), Media Technology	Leiden University
	Degree/Title:	Yes 2007, Master of Science MSc., GPA of 3.70	
	Thesis:	Computed Obedience	
	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:	Product Design & Development of Interaction	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,	

Sideline Experience

2004 - 2012	Activity: Employer:	Designer/Consultant ICT Software & Hardware and Open Source developer Self Employed / Entrepreneur	Netherlands
	Key Highlights:	<ul style="list-style-type: none"> Product and technology consultancy for a wide arrange of company to properly execute strategic directives & achieving KPI's. Engineering contribution to multiple Open-Source projects. 	
2011	Activity: Employer:	UX Product Manager for Facebook.com Groups Self Employed / Entrepreneur	Netherlands
	Key Highlights:	<ul style="list-style-type: none"> Successfully researched, designed and developed a product redesign. Developed Prototype, Mockups, Video material, UX repository and supporting documentation for project management. 	
2011	Activity: Employer:	Easy Repository Test Audit for the ISO 16363 Certification Data Archiving and Networked Services (DANS)	The Hague
	Key Highlights:	<ul style="list-style-type: none"> Commended for proactively collaborating on the Audit's ICT aspect. 	

Technical Proficiency

Amazon Web Services (AWS), Azure, Docker, Kubernetes, Jenkins, Concourse, Mulesoft, Hashicorp, Ansible, Bamboo, Jira, Confluence, Slack, VMWare, User Experience Design, (UX), Social Media, , Adobe Creative Suite, Multiple Programming languages (C++/.Net, JAL, (X)HTML, JAVA, JS, PHP, LUA, YAML, Python), Microsoft Dynamics AX/CRM, Linux, OSX and Windows, Overall System/Network Infrastructure, Electronics.