

# JIP SANDERS



Data-driven product strategist with international experience across eCommerce, digital product launch, and marketplace optimisation. Passionate about solving global challenges at the intersection of business, technology, and sustainability.

With a diverse, multi-national background, bringing strong analytical abilities and exceptional communication skills to the table. A natural problem-solver who thrives on challenges and change, recognised for teamwork and leadership abilities, with experience as a sports team captain at the provincial level in South Africa and as Class President at university. Currently expanding expertise in strategic thinking, leadership, data analytics and automation to further advance the professional journey.

## Contact

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- Charlotte van Pallandthof 80, Diemen

## Skills

- Problem Solving
- Data Automation
- Critical/Analytical thinking
- Adaptability
- Cross-Cultural Communication

## Languages

- Dutch (Native)
- English (Bilingual)
- Afrikaans
- French
- Spanish

## Education

### LSE Data Analytics Career Accelerator

- Online Sep 2024 - July 2025
- The London School of Economics and Political Science
- Grade: 84.4%

### BSc International Business

- Groningen, the Netherlands Sep 2020 - Aug 2024
- Hanze University of Applied Sciences
- Thesis: Exploring AI acceptance: The Digital Workforce of adidas Amsterdam.
- Leadership: Course representative for Business Development & Strategy

### Minor in Marketing

- Bangkok, Thailand Aug 2022 - Jan 2023
- University of the Thai Chamber of Commerce

## Certification

- AI in Data Analytics Sep 2024 - July 2025  
Professional Certificate
- IBM Data Science Aug 2023 - Oct 2023  
Professional Certificate

## Work Experience

### adidas: Product Launch & Optimisation - Partner Program

- Amsterdam, the Netherlands Mar 2025 - Present
- Manage 60,000 SKUs across four major European marketplaces, driving 30% YoY growth and expanding adidas' Partner Program business.
- Automated 20% of Product Launch operations by designing a Python script, enabling the team to focus on high-impact initiatives.
- Price Flow SME in Taskforce to eliminate pricing errors across 120+ channels in 30 markets - projected to unlock €2.5M in incremental revenue.
- Designed dashboard to monitor product flow and resolve partner-related errors faster.
- Partner with Key Accounts to improve brand positioning, conversion, and operational efficiency.

### adidas: Marketplace Management - Digital Partner Commerce (Short-term assignment)

- Amsterdam, the Netherlands Sep 2024 - Mar 2025
- Automated segmentation for 150,000 articles across 24 marketplaces using advanced SKU Checker.
- Built master exclusion list of 1.6M EANs to prevent unauthorised marketplace sales.
- Enforced the e-Marketplace Policy and tracking the removal of non-compliant listings across Europe by working closely with Zone Leads.
- Assessed and re-evaluated marketplaces to determine adidas approval eligibility.
- Awarded the Digital Partner Commerce Player of the Month in December 2024 for impactful contributions across 3P Marketplaces.

### adidas: Product Launch & Optimisation - Partner Program

- Amsterdam, the Netherlands Mar 2024 - Sep 2024
- Ensured data and content readiness, tracking and sending updates, and gathering information for FW24 Season Launch and initiatives.
- Supported the Digital Product Launch team with analytics, monitoring product status with partners, flagging issues, validating changes, and conducting front-end store checks to ensure high-quality product content.
- Optimised product data in Middleware Provider platforms and collaborated cross-functionally with other teams in the market.
- Worked closely with external stakeholders to resolve product and feed issues, ensuring smooth and efficient product launches and ongoing operations.

### Rip Curl: Digital Marketing

- Torquay, Australia Jan 2023 - Jul 2023
- Supported in event marketing and planning for high-profile events, including the World Surf League (WSL) 2023 Rip Curl Pro Bells Beach and Grom Search International Finals 2023.
- Drove social media marketing campaigns across Instagram, Facebook, and TikTok for Rip Curl and Ozmosis creating engaging content and increasing brand visibility.
- Analysed and reported on paid social media activities using Google Analytics, delivering actionable insights to optimise campaigns.
- Planned and coordinated marketing campaigns in collaboration with internal teams to ensure alignment with overall brand strategy and objectives.
- Managed APAC-sponsored athlete's product requests ensuring brand representation on the best surfers across the globe.

### Dayrize: Integration Specialist

- Amsterdam, the Netherlands Jun 2021 - Mar 2022
- Imported products from the partner's e-Commerce platforms to Dayrize.io using various integration tools.
- Coordinated with internal and external stakeholders to ensure product data accuracy.
- Established API connections between the partner, ProductsUp, and Magento ensuring real-time updates for product and stock statuses.
- Developed automated product feeds updated every 24 hours, and stock feeds that refreshed hourly using API Keys in Magento.
- Enhanced product detail pages (PDP) through digital visual merchandising, improving user experience and engagement.
- Successfully onboarded and maintained the product flow for 100+ partners.