

RICO NGO

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A data-driven product leader that loves to solve problems and create high-performing teams

WORK EXPERIENCE

AND Digital - club Koolhaas

Location: Rotterdam

Product Principal / Head of Product

Dates: 11-2022 - present

- Responsible for the vision and strategy of our product proposition in the Dutch market.
- Leading the product guild & team of 8 in terms of growth and product knowledge development.
- Guiding and advising clients on how to maximize their digital impact.

Achievements:

- Launched a new office in Rotterdam and upscaling its people on agile product development.
- Co-developed a blueprint and framework for delivering successful product discoveries.

Company Webcast, a Euronext Company

Location: Rotterdam

Lead Product Manager

Dates: 01-2021 - 11-2022

- Responsible for the innovation and development of the company's product portfolio, which includes the SaaS streaming platform, professional broadcast studios, and on-site studios.
- Envisioning the company roadmap and ensuring that it gets executed timely and accordingly.
- Managing C-level stakeholders at Company Webcast and Euronext Corporate Services.
- Leading the product team of 3 members (product & UX) and guiding a team of 8 devs.

Achievements:

- Increased 20% revenue (12M) by improving our products for hybrid events and studios.
- Created a new innovative streaming platform, from concept phase to MVP.
- Realized up to 25% more engagements from our viewers on the new platform.
- Delivered new studio products by implementing a clear and collaborative product management process within the organization to foster co-development initiatives.

Woov

Location: Amsterdam

Lead Product Manager

Dates: 11-2019 until 01-2021

- Responsible for the innovation and development of the company's product portfolio, which includes the mobile app (iOS & Android), online payment module, and the streaming platform.
- Envisioning the company roadmap and ensuring that it gets executed timely and accordingly.
- Leading the product team of 5 members (product & design & data) and guiding a team of 10 devs.
- Collaborating with big partners to form new business propositions (Adyen, MediaMonks, etc.).

Achievements:

- Launched and improved the platform to a user base of 1+ million users, the leading festival app.
- Increased the user onboarding rate with 50% through analytics and user research.
- Created a digital wallet and payment distribution system for our event & streaming platform.
- Transformed our proposition from an event app to a live streaming app within two months when the pandemic Covid-19 hit.

eVision (now Enablon, a Wolters Kluwer business)

Location: The Hague

Product Manager & Product Owner

Dates: 09-2017 until 11-2019

- Responsible for the development of one of eVision's leading products, Barrier Vision, a data & API driven application that calculates and visualizes operational risk.
- Envisioning the product roadmap and ensuring that it gets executed timely and accordingly.
- Managing the product team of 7 members, 2 product and 5 devs.
- Collaborating with major oil & gas leaders (Shell, BP, ExxonMobil, etc.).

Achievements:

- Transformed a concept into a practical, yet innovative product within time & budget.
- Successfully integrated CGE's bowtie solution that led to their acquisition by Wolters Kluwer.
- Awarded as the best Operational Risk Management tool in 2019 by Verdantix.
- Achieved approx. €10 million in book order value during that time period.

SIDE ACTIVITIES (FREE-TIME)

Product Compass

Location: Rotterdam

Founder

08-2021 - present

- Advising and coaching start-ups and scale-ups on achieving their product objectives
- Providing advisory on finding product market fit, creating awesome pitch decks, roadmap prioritizations, feature scoping, etc.

School's Cool

Location: Berkel en Rodenrijs

Student mentor

06-2021 - present

- Guiding and mentoring high school students on their educational and career path

EDUCATION

Rotterdam School of Management (RSM) - Erasmus University

Location: Rotterdam

MSc. Strategic Management

2015 - 2017

- Strategy formulation and execution
- Business model innovation
- Strategy management consultancy
- Data forecasting - Holt-Winters method

The Hague University

Location: The Hague

BSc. International Business and Management studies,

2009 - 2013

- Exchange program at University of Louisville in USA
- Internship at TMF Group in Shanghai, China
- Student representative and marked as top 10 graduate

SKILLS & INTERESTS

Skills & knowledge: Processing complex information and making it easy to understand, guiding and leading teams towards one goal, stakeholder management, basic web development, big data analysis, identity management, JIRA, Confluence, Javascript, CSS, HTML, wireframing, Figma, and Miro

Field of expertise: Product Vision, Strategy, and Discovery, Defining & delivering MVPs, Product integrations, Online payment systems, Agile scrum methodologies, mobile apps, web app, platforms.

Certifications: CSPO Product Owner, PSM1 Scrum, Python Data analyst, AWS TCO Cloud Economics, Full-stack Web Development Bootcamp 2021, .

Languages: Dutch (native), English (professional), Cantonese (native), and Mandarin (beginner)

Interests: Climbing, Running, Traveling, Yoga, Foodie, Football, VR gaming, and Coding