Yvo De Rooij, Technology Consultant

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LINKS

Linkedin, CaseStar

PROFILE

As a Technology Consultant with extensive experience across large enterprises such as Shell, Heathrow Airport, and Rabobank, I excel at understanding complex enterprise needs and delivering high-impact solutions. I combine deep technical expertise with strong commercial acumen, having led multimillion-dollar transformations while also building AI startups from the ground up. This unique blend of enterprise consulting and entrepreneurial experience enables me to serve as both a strategic advisor and hands-on problem solver, helping organizations navigate their technological evolution while driving tangible business outcomes.

EMPLOYMENT HISTORY

Oct 2021 — Present

Manager, Valcon

- Led mission-critical digital transformation at Heathrow Airport, orchestrating cross-functional teams to deliver technical solutions at scale. Served as trusted technical advisor to C-level stakeholders while maintaining strong relationships across all organizational levels to drive project success.
- Led the development and implementation of a digital strategy for a major insurance company (CZ), achieving a 30% adoption rate among an aging workforce. This strategy significantly enhanced digital capabilities and streamlined operations.
- Project Lead for one the largest IT transformation at Rabobank, successfully implementing market standards for mortgages. This alignment ensured strategic future growth through intermediary channels, significantly impacting the bank's long-term strategy.

Dec 2022 — Present

Entrepreneurship

Founder, CaseStar | 2023-Present

- Launched AI case prep platform using next.js; secured partnerships with top consulting firms (e.g. Bain & Deloitte) and helped over 2000+ users in year.

Oct 2020 — Oct 2021

Consultant, PREX

- Setup the initiative of Prex Digital, an initiative that automates spend analysis and provides actionable insights, currently still active.

EDUCATION

Jan 2023 — Jul 2023

Full-Stack Development, Ironhack   AMSTERDAM

- Mastering technologies like HTML, CSS, JavaScript, React, and Node.js while actively expanding my knowledge of data, technology, and AI to tackle today's complex challenges.

Sep 2019 — Aug 2020

Business Administration - International Business, Vrije Universiteit Amsterdam   AMSTERDAM

- Graduated Cum Laude.

Sep 2013 — Aug 2018

Bachelor of Arts in History, University of Groningen   Groningen

- Gaining a multi-disciplinary perspective through the study of History, fostering a deeper understanding of historical context and its influence on present-day decision-making. Might be called a history nerd from time to time.

SKILLS

IT Project Management	Entrepreneurship
Stakeholder Management	Cross-functional Collaboration

COURSES

May 2024 — Oct 2024

Build Multi-agent LLM Products (LangGraph), Maven