The company personalizes gifts, they started with a personalized song and built a site in 2005

+2000 gifts, next day delivery, work with brands (partnership).

Websites in 22 countries. But products vary.

Limitations in the editor, made with Javascrypt

They collect user events / data to personalize the aprouch towards the same customer.

Transparency with the customers because of the collected data to not breach the persons privacy.

Use machinelearning to predict how many orders there will be given on specified dates so they have enough stock / the people at work there know how many orders they can expect to make.

He as CTO doesn’t really supervise but joins the teams and talks about the ideas and expresses the future of the company.

Alot of windows in the building to make sure people from different area’s in the company get to see who they work is and understand each other. Next to that make sure the workspace is more than just work, with a slide in the eating area, bedrooms and a gym.