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## About Me

Creating transparency in both technology and within people is what I strive for. I believe that transparency unlocks the true potential for any organization.

In my work I enjoy building and testing new disruptive concepts and in general the feeling of "making it happen".

Great interest in technology, numbers and common sense. But most of all for co-creating an environment everybody wants to be a part of.

# Desmond Dekker

## Experience

2016 – Current Trondekk BV

*Self-employment*

2016 – Current BitDust

*Product Owner for non-profit distributed storage network bitdust.io*

Contributing to one of the most important social goods of the 21st century: Data Privacy

- Responsible for agile workflow, vision, finance, legal and grant application procedures.
- Researching technology for future features (Blockchain, Automatic data rebuilding).

2014 – 2019 Royal KPN Simplification & Innovation Digital

*Innovation Manager*

Leading implementation of Holacracy/Sociocracy (FOLT) for KPN Digital as a new organizational structure for 250 people in order to accelerate innovation within and across circles (teams):

- Building a lasting framework in order to solve role tensions, thereby creating a transparent organization and enabling rapid innovations.
- Increased process time of agenda items with 400% via adopting FOLT.
- Created departmental wide implementation plan for FOLT and organized different sessions and boot camps to get people started with FOLT.
- Coaching and facilitating people/teams in order to increase the adoption of FOLT.

Increasing online optimization capabilities by professionalizing and unifying online optimization stack (SaaS solutions) within KPN Group:

- Lead in selecting, negotiating and implementing online optimization stack for A/B testing, Personalization, User replay, Form analysis, Heat mapping, Voice of Customer.
- 30% reduction of annual cost by phasing out 9 existing online tools.
- 500% increase of online tests by empowering online testing culture (knowledge and experimentation sessions, training, coaching).

Structured shift-online team of 15 people in order to create better and higher quality service flows:

- Reduced service calls by 12% by making service capabilities normally accessible for engineers/call center agents available to customers (order 4K TV, Netflix iTV, Optimizing WiFi, etc.). Reduced a single service flow production time from 6 weeks to 2 weeks.

Team lead of 9 people for setting up proof of concept for near real time data streaming on kpn.com:

- Created segmented customer experiences online based on multi-channel data.
- Reduced churn by 10% by providing segmented delight and service campaigns.
- Recruited new team members.

Liaison of KPN Digital in order to increase knowledge sharing and motivation of workforce:

- Connecting departments. Speaking at meetups. Organizing Hackathons and encouraging use of new technology (Blockchain/DLT, Internet of Things, Robotics).

## Competences

Analytical

Conceptual Flexibility

Daring

## Qualifications

- Future Strategist Nyenrode
- Holacracy Practitioner
- Prince2 Foundation
- Entrepreneurship & Sales Krauthammer
- Nominee Dutch Marketing thesis Prize
- Winner of Prof. Leeftang Marketing thesis Prize
- International Baccalaureate English B2

## Interests

- Blockchain
- Sailing
- Meditation
- Travelling
- Philosophy
- Swimming
- Gaming
- Technology

## Experience

2013 – 2014 Spil Games

*Business Architect*

Created personalized experience to grow customer loyalty with a team of 6 people:

- Increased gameplays by 15% and Time on Site by 6% by implementing and optimizing personalization across all domains of Spil Games (personal game recommendations, personal new list, responsive design).

2012 – 2013 Spil Games

*Channel Manager Europe*

Increasing unique visitors and gameplays:

- Responsible for gaming portals in France, Italy, Poland and Germany (jeu.fr, jeux.fr, gry.pl, gioco.it, giochi.it, spielen.com, jetztspielen.de). 50+ million unique visitors per month.
- Increased gameplays by 19% by introducing segmented game categories.
- Managed team of content marketers and worked with developers to achieve biannual growth targets.

2012 – 2012 Spil Games

*Customer Lifetime Value Manager*

Increase customer lifetime value:

- Increased retention and ARPU by 11% by utilizing and optimizing functionalities such as automated email campaigns, notifications, in-game advertising in order to promote highly targeted offers for cross and up-sell.

2009 – 2012 Spil Games

*Product Owner End-User Monetization*

Build end-user monetization as a sustainable revenue stream:

- Development of Spil Games End-user Monetization within the Business Development department (6 people) from 0% to 50% share of Spil Games yearly gross revenue.
- Maintaining healthy relationships with partners of social games (King, Digital Chocolate, Kabam).

2009 – 2009 Backpacking through Asia & Australia

2007 – 2009 Royal KPN Marketing Consumer Mobile

*Marketeer Customer Retention*

Increase retention of mobile customer base :

- Reduced yearly churn by 33% of total customer base in 2008 of high value customers by helping in the development of a specially tailored high value customer program.
- Selected as one of 15 participants nationwide for a 30-month Royal KPN young professional development program for high-achieving talent based on leadership potential and ability.

## Education

2005 – 2007 Master of Science Business Administration at Rijksuniversiteit Groningen

2002 – 2006 Bachelor of Science Business Administration at Rijksuniversiteit Groningen

1996 – 2002 Atheneum at St. Maartens College, Haren, The Netherlands