

## PERSONAL INFORMATION

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Date of birth 07-12-1978

## PROFESSIONAL EXPERIENCE

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### **Dec '22-current Head of Product LoopingOne - freelance**

LoopingOne *Unlocking growth for marketplaces and platforms, by taking the friction out of payments.* LoopingOne is start-up (series B stage) that helps marketplaces to connect to their preferred payment and KYC solution via one platform.

End responsible for the product vision and team. As part of the management team involved in general management, investor relations and company strategy.

### **Sept '22-May '23 Senior Product Manager Cloud Engineering at PVH (Tommy Hilfiger & Calvin Klein) - freelance**

PVH runs 23 high traffic webshops from the Amsterdam headquarter.

Product Manager for the Cloud Engineering teams. Responsible for two teams (DevOps and Cloud Engineering) that owns the AWS environment for Ecommerce. Objectives: managing & coaching the team, increase observability (logging/monitoring), control AWS costs, increase flexible scaling to meet peak demand, enable the 19 development teams to use state-of-the-art technology and processes to deliver software in the cloud.

### **Oct '21-Aug '22 Senior Product Manager Sentinels - freelance**

Sentinels is a successful tech scale-up which was acquired by Fenergo in 2022. They offer an intelligent SaaS transaction monitoring product which puts in place controls of billions of transactions of customers like Mollie and PPRO to identify fraud. Original assignment of 3 months which was prolonged twice, total of 9 months.

Oct-Feb Joint responsibility with the CTO for migration of Mollie from on-premise to AWS. Direct responsibility for 4 squads (developers/DevOps engineers) for this project.

Feb-Aug Senior Product Owner for 2 multidisciplinary squads with the responsibility of building the real time transaction monitoring feature: from scratch development of an application that scans 2 million transactions per day in 0,5 seconds to identify suspicion of fraud, all on AWS.

### **Mar'20-Sep'21 Product Manager Wundermart - freelance**

Wundermart is a fast-growing tech scale-up in retail technology offering a simple end to end solution for opening a physical store. Its company mission is to become the Shopify in offline retail. Tech department went from 2 to 30 FTE in this period.

Companywide product end responsible. Key responsibility: creation and prioritising the Product Roadmap, in-house development of ERP system which communicates with suppliers and

physical stores, all in Google Cloud. Focus on stakeholder management; close involvement of founders and investors. Responsible for build-up, managing and coaching the development teams and the product organisational set-up, 30 FTE.

**2009-2020**

**Samt | Founder/Managing Director & Product Owner**

Samt is a digital agency focused on web development, UI/UX design and digital strategy. 6 fte complemented with freelancers. Customers: ABN AMRO, Hill+Knowlton, ING, CitizenM hotels and small businesses. Delivery of multiple websites, web shops and iOS applications including backend components.

Responsible for day to day management of the agency and people, operational role of Product Owner in key projects:

- Develop chosen user stories and prioritization
- Optimize output of the development team (test and redefine)
- Customer management

**2018-2019**

**Product Owner e-commerce 10Days (Samt)**

10Days is a successful Dutch fashion and lifestyle brand. Samt (teams) developed a new web shop with key deliverables on conversion and branding.

Key responsibilities: mapping of requirements through interviews with end users, online marketing agency and internal stakeholders. Key challenges solved: connection with existing ERP system and right balance between branding and conversion optimisation.

Result: On time and within budget delivery of new webshop (10dayslifestyle.nl) with increased conversion rate of +80%.

**2013-2016**

**Stylediscount | Co-Founder**

Stylediscount is an online lead generation platform consisting of affiliate websites, web shops, social media channels and email databases in fashion with the aim to generate conversion and turnover for retailers like Bol.com, Wehkamp and De Bijenkorf. Platform acquired by strategic buyer in 2016. Lead production team, CRO and technical development of the platform.

**2007-2009**

**Innoviting | Freelance Project Manager**

Innoviting is a digital start-up offering an in-house developed application based on RFID used to gather location information and communication with users. Project Management.

**2005-2007**

**Fuel Productions | Co-founder**

Video production company. Customers: Audi, De Postcode loterij, Vodafone, Quote Media, Bank Giro Loterij. Shares sold to co-founder in 2007. Project Management and Production lead.

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**EDUCATION AND TRAINING**

<b>2022</b>	PSP0 II (Scrum.org)
<b>2020</b>	De agile Imker - Training: Product owner in the SAFe framework
<b>2019</b>	Agile Scrum group - Training: Product owner
<b>2019</b>	PSP0 I (scrum.org)
<b>2000-2005</b>	University of Amsterdam - Master Economics, graduated
<b>1993-2000</b>	Brokdele, VWO, graduated

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**PERSONAL INTEREST & PASSIONS**

- Sports fanatic. Field hockey and tennis in competition. Skiing, windsurfing, chess and golf.
- Enjoying family life with my wife and 3 kids