

- > I have always been passionate about creating digital products and I thrive on building something bigger than myself. With 10+ years as a Product Owner I want to challenge the status quo, and translate product vision & customer needs into a business-relevant product.
- > After setting up several startups (with a mixed bag of successes and failures) in multiple countries, I joined Philips to lead digital teams.

Work experience

- 10/2022 – 06/2023 **Data PO, DAM & PIM migration**, Versuni (Philips Domestic Appliances)
- International migration and rollout of the old PIM (Stibo) and DAM (Aprimo) into the new landscape (SAP CC and OpenText)
 - Managing the migration process of 750k digital assets and 40k products from multiple source systems with a team of 16 people
 - Simplifying the data structure and processes across 54 countries
- 06/2016 – present **Certified Business & Leadership coach** (PCC, CPCC), self-employed
- Facilitating workshops on managing teams effectively
 - Professional Certified Coach (PCC by ICF & CPCC by CTI)
- 02/2018 – 05/2020 **Team lead Data science & analytics**, Royal Philips, Amsterdam
- Leading team of 12 data scientists and analysts
 - Managing data lake and infrastructure
 - Reducing data infrastructure spend by 60% (basis of EUR 500k)
 - Built team that thinks ahead & delivers valuable insights to businesses
- 10/2016 – 01/2018 **Product Owner (freelance)**, Royal Philips, Amsterdam
- Implemented tools and infrastructure for Data visualization, text analysis, and churn rate calculations among other use cases (AWS)
 - Introduced A/B testing processes for mobile apps to 9 business units
- 10/2015 – 09/2016 **Product Owner (freelance)**, Liberty Global, Amsterdam
- Implementing SAFe frameworks for multiple development projects
 - Creating self-service platform, managing rollout to multiple countries
 - Data-driven optimization of the functional Design (Adobe Analytics)
- 02/2015 – 05/2016 **CEO and Founder** of same-day delivery start-up Redjepakketje.nl (successfully sold in 2016), Amsterdam
- Building team of 25 employees & partnerships with Zalando, PostNL
- 11/2014 – 09/2015 **Head of Product (freelance)**, Silp AG, Amsterdam
- Setting up predictive algorithms to manage multi-million user database
- 05/2014 – 11/2014 **E-Commerce Product Owner (freelance)**, Staples EU, Amsterdam
- Rolling out new online shops to Sweden, Norway, Belgium and France
- 03/2013 – 02/2014 **CEO and Founder** of mobile commerce start-up cartmi.com, Berlin
- Generating higher conversion rates and relevant user data on mobile
 - Investment of the Axel Springer Plug&Play accelerator
- 11/2011 – 07/2013 **Consultant/Product owner** for e-commerce at Namics, Zurich
- Launching and managing several large online shops

Education

- 07/2010 – 09/2011 M.Sc. CEMS in international management, grade point average A-
Exchange semester at Fundação Getulio Vargas, São Paulo, Brazil
- 09/2009 – 09/2011 M.A. in information-, media- and technology management at University of
St.Gallen (HSG), grade point average 5.6 from 1 to 6 (excellent)
Master thesis: „New business models for the smart grid“ with RWE AG
- 09/2006 – 06/2009 B.A. in business administration at the University of St.Gallen (HSG),
grade point average 5.0 from 1 to 6 (excellent)

Trainings and certifications

- 09/2021 - 10/2024 3-year training in trauma healing (Somatic Experiencing by Peter Levine)
11/2020 PCC certification by ICF (500 coaching hours delivered)
- 10/2019 Certified Product Manager by Product Focus
- 08/2018 – 10/2018 Several Leadership courses (balancing transformational & transactional
leadership)
- 06/2016 – 02/2018 Coaching Certification Program: Certified CPCC (CTI) and ACC (ICF)
- 04/2016 Product Owner certification by scrum alliance

Digital Product Skills

- Team management > 3 years **Leading multinational teams**
> Applying a **coaching-based** management approach to motivate,
challenge and develop the teams
> Obsessed with translating customer impact into team goals
> Experience managing P&L incl. headcount, tools, and infrastructure
- Productmanagement: > Expert in **Mobile apps** service design and implementation
> Certified **Product Owner**, 10+ years experience in Scrum and SAFe
- Digital Services > Creating human mobile-connected experiences for the **Internet of
Things** including hardware impact for customer-facing products
> **E-Commerce strategy** and customer interaction expert of large online
shops incl. conversation rate, retention, and payment solutions

Languages

- German: Mother tongue
- English: Fluent in speaking and writing (GER C2)
- Dutch: Fluent in speaking and writing (GER C1)
- French: Intermediate in speaking and writing (GER B1)