

Carlo Bloks



Date of Birth: 04/01/1986
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Family: Married, 1 daughter
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Quick bites:

(Technical) Product Owner / Product Manager, UX/UI, Analytical, Self-managing, Attention to detail, Conversion & Customer-oriented, Prioritization, Service Design, Sales & Service, Optimization, GTD, Pro-active, Curious.

Freelance Digital Product Owner with 14+ years of experience helping teams turn ideas into reliable, user-focused digital products.

Over the years, I've led cross-functional Agile teams across industries and countries, always focused on creating products that make sense for both users and the business. Known for bridging the gap between strategy and technology, translating complex ideas into clear priorities and deliverables that move teams forward.

I'm naturally curious and love understanding how things work, whether it's the architecture behind a platform, the data driving a dashboard, or the small UX/UI tweaks that make a big difference. That curiosity keeps me exploring new tools and smarter ways of building products.

I would kindly encourage you to take a look at my [website](http://carlobloks.com) if you like to know more about who I am and how I like to work.

Endorsements received on LinkedIn:

*"Carlo was a great asset to the team, fully motivated and eager to collaborate with other POs, Business or colleagues from our local markets. He is that kind of person, who is approaching topics with full commitment. During his work in the central platform team he was always keen to connect the various domains of digital product management (e.g. Technology, UX/UI, Conversion Optimization and Business)
So, if you are looking for a person who takes ownership and is thriving for improvement, Carlo is the right person for you."* - Anian Haager

*"Carlo's rare mix of curiosity, knowledge in technology and scrum skills let him stand out as Product Owner. I had the pleasure to work with him in the past two years in a highly demanding environment. No matter how high the delivery pressure was Carlo managed to prioritise and keep the team spirit up.
What I am most thankful about is that as a developer I could focus on my sprint goal, while Carlo was protecting me from the outside and solved impediments quickly. Thanks for always having an open ear and the feedback you gave me personally to grow."* - Konstantin Riedel

"Really enjoyed working with Carlo. His enormous drive, curiosity and enthusiasm are contagious and had a very positive impact on the atmosphere and the performance of our team. He is a true motivator and a very good listener. I always saw him as our 'human shield' - always protecting us, so that we could keep our focus. Truly a perfect Product Owner." - Floris van den Berg

Relevant work experience:

2021 - Present:
a.i. Digital Product Owner at Omron Healthcare

2018 - 2021:
European Digital Product Owner at Allianz Direct (Global Digital Factory in Munich)

This role is characterized by its multi-country complexity. The goal was to deliver a **completely new and harmonized insurance platform** from scratch to which Allianz Direct can onboard its operating entities. The new

platform follows a harmonized and automated approach, obviously with localized requirements and functionalities if the local law and/or locally available services (e.g. a national database) dictates otherwise.

Allianz Direct acts as a startup within one of the largest corporations in the world with high-intensity and a highly demanding environment. As Products Owners at Allianz Direct we are used to go even further than the proverbial extra mile. I am used to completely **owning the topic end-2-end**. I managed 2 scrum teams (with a total of 14-15 experts) with all the default tasks that are part of being a PO (e.g. maintaining the backlog / clarifying topics / stakeholder-management / present demos / etc). We are also expected to know all ins- & outs of the processes, approve PRs and deployments and even manage incidents and dive into Kibana in case an incident occurs in our domain.

I am also used to working:

- Fully in English
- With many stakeholders from different countries (at once)
- With remote developers from all over the world, in different timezones
- Without a designated Scrum Master, meaning I can (if necessary) lead all Agile ceremonies as well.

Together with the experts in my team we have shaped the digital landscape of all operating entities within Allianz Direct. We have developed brand new digital experiences with the latest technologies and insights, connecting to many external integrations and internal applications & micro-services.

We built a completely new website from the ground up and migrated the website from the old Allsecur to the new Allianz Direct brand for both allsecur.nl as well as allsecur.de. This laid the foundation for other operating entities to join the platform in the near future. In short my team was responsible for the following areas:

- Website development (designing and building the components).
- Developing the brand voice and brand identity.
- Developing the sales-funnel application.
- All (legal) documents the users will receive.
- The omni-channel customer communication.
- Tracking & behavioural analytics.

We implemented and optimized the entire Adobe Suite and enabled the countries in achieving their goals.

2016 - 2019:

Digital Product Owner - Website in Rotterdam

For Allsecur I was responsible for the digital customer experience. During my time at Allsecur I played a leading role in the delivery of the following:

- We launched a brand new and state-of-the-art website contributing to the best financial year in Allsecur's history.
- For the claim-handling process we developed a Track & Trace so that our customers could track the status of their filed claim.
- We implemented a DMP and introduced a See-Think-Do approach to improve our online marketing performance
- The migration to the new allianzdirect.nl: this involved taking care of infrastructure, content-migration and SEO related topics.

2015 - 2016:

Various Ad Interim positions as a Digital Product Owner

WeerOnline:

I arrived right after the team had launched the new iOS app and I was asked to take the app to the next level. During this period the app became the Top-Paid weather-app in the App Store. In parallel, during this relatively short period we started developing the Android-version of the app and we introduced certain iOS-features like the Hay Fever-tile, tile shuffling and improved the personalized notifications.

ZieZo.nl:

We rebranded the separate brand ZieZo.nl back into Zilveren Kruis to fortify Zilveren Kruis' leading position in the Dutch health insurance industry.

Zilveren Kruis:

As part of the 2015 year-end campaign, I worked with my team to optimize Zilveren Kruis' 'collectivity finder' to

create a consistent user experience throughout the entire customer journey. The main challenge was to implement the tool within the various online environments and teams and simultaneously release it on the different platforms right in time for the year-end campaign.

In addition, we implemented major optimizations for ZieZo at the end of 2015 to get the site ready for the upcoming healthcare year. This project involved usability improvements and a migration to a different online environment. We also developed an API for premium information.

2012 - 2016:

Co-founder Dutch Startup 'Deel Je Passie'

Together with the Award Winning Dutch Digital Agency Bikkelhart we developed an online platform from scratch for the Dutch market where users could learn & teach new skills.

Studies:

Mar 2013 Master Entrepreneurship, MSc / Vrije Universiteit Amsterdam

Nov 2009 International Business Administration, BSc / Erasmus Universiteit Rotterdam

Skills and Interests:

Github / Jenkins / ELK / Kafka Operatr / Grafana / Sketch / Adobe CC / Magnolia / Adobe Experience Manager / Elast-Alert / Adobe Target / Final Cut X / Pixelmator / Blueconic / Node-RED / Zigbee2mqtt / LAKKA / RetroPie / Abstract / Postman / Hotjar / MySQL / Omnigraffle / Trello / Invision / Miro / Atomic / Google & Adobe Analytics / Twilio / Wordpress / InVision / Lottie / Ryte / Crashlytics / iTunes Connect / Home Automation / YAML / Raspberry Pi / Home Assistant / Workflow Productivity / Notion / Slack / Teams / IoT / Jekyll / Netlify / HUGO / Visual Studio Code