

# Carlo Bloks



Date of Birth: 04/01/1986  
Nationality: NL  
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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.

As a Digital Product Owner/Manager I have a 8+ year track record in leading and managing cross-functional Agile / Scrum teams in various organisations on an international level. I have a thorough understanding of the digital landscape - both technical & commercial - and my curiosity drives me to keep seeking continuously for opportunities that optimize and improve UI / UX and online sales as well as developing the most intuitive digital experiences.

#### 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:

2018 - 2021:

European Digital Product Owner at Allianz Direct (Global Digital Factory in Munich)

Together with the experts in my team we shaped the digital landscape of all operating entities within Allianz Direct. We have developed brand new digital experiences with the latest technologies and insights. From the website UX to the brand voice. From all documents to the omnichannel customer communication. From Tracking & Analytics to the Audience Manager and Experience Manager. We implemented and optimized the entire Adobe Suite and enabled the countries in achieving their goals.

As a PO of the Quote & Buy-team we developed a brand new digital onboarding journey with the latest technologies and insights, connecting to many external integrations and internal applications & micro-services. We also 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.

As of this writing (Feb '21) we are onboarding the largest direct seller of Allianz on the Allianz Direct platform (Genialloyd.it).

2016 - 2019:

Digital Product Owner - Website in Rotterdam

For Allsecur I was responsible for the digital customer experience. We launched a brand new and state-of-the-art website contributing to the best financial year in Allsecur's history.

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:

Als onderdeel van de eindejaarscampagne van 2015 heb ik samen met mijn team de collectiviteitszoeker van Zilveren Kruis geoptimaliseerd om zo door de gehele online omgeving een consistente gebruikerservaring te creëren. De uitdaging zat in de implementatie van de tool binnen de diverse online omgevingen en teams zodat deze gelijktijdig gereleased kon worden op verschillen platformen.

Daarnaast hebben we voor ZieZo eind 2015 grote optimalisaties doorgevoerd om de site gereed te zetten voor het komende zorgjaar. Dit project betrof usability verbeteringen en een migratie naar een andere online omgeving. Tevens hebben we een API ontwikkeld voor de premie informatie.

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