

Henk van der Schuur

Personal Details

H.W. van der Schuur
hwschuur@gmail.com ↗
linkedin.com/in/hwschuur ↗
+31 6 51 26 32 40 ↗



About Me

I bring clarity to complexity by aligning people, purpose, and technology. I strive for excellence, built on trust and transparency. I believe that honest leadership and human connection are what make real progress possible.

Skills

IT Strategy	Software Product Management
Trusted Advisorship	Agile Software Production (BizDevOps)
Strategic Account Management (P&L responsible)	Team Building and Leadership
New Business Development	Critical Thinking

Employment

Schuberg Philis

Customer Director 2017–PRESENT

I lead diverse expert teams for customers in vital industries—with full end-to-end and P&L responsibility. We uncover the business challenges behind technology questions to deliver high-quality, tailored, impactful solutions that meet the highest standards of security, reliability, and performance. Customers include Loodswezen (2017), Port of Rotterdam (2019), Schiphol (2021), and Nederlandse Spoorwegen (2023). Recent projects at NS include:

- **OBIS** Transformed the monolithic software architecture of the trains On-Board Information System into a modern, secure, and robust alternative (microservices architecture), increasing development speed, making (travel) information available faster and more reliably.
- **WAYSIDE PLATFORM** Mission-critical cloud platform that facilitates secure train-to-shore communication. The platform offers integrations with chain suppliers (e.g. travel information, and train data) and enables NS to strengthen its orchestration role within the supplier ecosystem.
- **RTM2** In just over six months, we built a high-performance, scalable, and reusable software platform that helps NS proactively detect and handle malfunctions, replacing the outdated Trimble R2M.

Chair of the COM Council (Customer Delivery Advisory Board)

Member of the People Council (HR Advisory Board)

Member of the PUR leadership team (Public, Utility & Retail business unit)

AFAS Software

Platform Manager 2015–2017

Worked on the successor of the successful AFAS Profit product stack: AFAS NEXT (now AFAS SB), a platform for generating cloud-based ERP suites—tailored to individual customer organizations through ontological models

Founded the AMUSE research initiative: a collaboration between academic partners (Vrije Universiteit Amsterdam, Utrecht University) and industry partners (AFAS Software).

Product Manager 2011–2015

End-to-end responsible for the roadmap, design, build, and delivery of the AFAS Profit ERP software suite

Shipped more than 150 projects across Profit Finance, CRM, Projects, Order Management, and Subscriptions to more than 10,000 customers in retail, education, healthcare, construction, wholesale and other industries

Stabiplan (now Trimble)

Senior Software Engineer 2008–2011

DEVENTiT

Junior Software Engineer 2003–2008

Education

PhD in Information Science, Utrecht University, 2011

Master in Information Science (Business Informatics research master), Utrecht University, 2008

Bachelor in Computer Science (Business Studies minor), Utrecht University, 2006

VWO (Natuur & Techniek), Griftpark College, 2003

Selected Publications and Talks

Popular

Sovereignty Over Ceremony: How True Teams Thrive Without a Scrum Master ↗ DevOpsDays London, 2025. *Ignite talk.*

Adding Soul to the System: Our Strive for DevOps Significance ↗ DevOpsDays Amsterdam, 2024. *Duo talk.*

Be More than a Product Owner—Start Product Thinking ↗ Medium, 2023. *Story.*

Manifesto for a Product Mindset in Agile Development ↗ Tweakers Developers Summit, 2022. *Conference talk.*

BizDevOps: Bridging the Dominant Divide between Business and IT ↗ DevOpsDays Amsterdam, 2020. *Keynote talk.*

Bye Bye Time & Materials—Entering the Era of Agile, Value-based Agreements ↗ Agile Amsterdam, 2019. *Conference talk.*

Pakketleveranciers laks—Softwaremakers kijken te weinig naar praktijksituatie bij klanten. ↗ Automatisering Gids, 19, 2011. *Featured cover article.*

Academic

H. van der Schuur, E. van de Ven, R. de Jong, D. Schunselaar, H.A. Reijers, M. Overeem, M. de Graaf, S. Jansen and S. Brinkkemper. **NEXT: Generating Tailored ERP Cloud Applications from Ontological Enterprise Models** ↗ In PoEM'17: Proceedings of the 10th IFIP WG 8.1. Working Conference on the Practice of Enterprise Modeling. Springer, 2017, pp. 283–298.

H. van der Schuur. **Process Improvement through Software Operation Knowledge—If the SOK Fits, Wear It!** ↗ PhD dissertation. Utrecht University, 2011.

H. van der Schuur, S. Jansen and S. Brinkkemper. **Reducing Maintenance Effort through Software Operation Knowledge: An Eclectic Empirical Evaluation** ↗ In CSMR'11: Proceedings of the 15th European Conference on Software Maintenance and Reengineering. IEEE Computer Society, 2011, pages 201–210.

Selected Guest Lectures

Advanced Program Zorgmanagement: Strategie & Digitale Transformatie. Nyenrode Business Universiteit, 2023–2024.

Innovation in Practice: Data & AI. Nyenrode Business Universiteit, 2023–2024.

Software Production and Software Product Management. Utrecht University, 2014–2019.