

# Jille Kuipers

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## EXECUTIVE SUMMARY: Finance Technology & Innovation Project Leader

**Senior Project and Innovation Manager** with 10+ years of global experience in leading complex digital transformation projects, managing multi-million Euro budgets, and optimizing financial performance across large organizations (Fortune 500) and startup. Expert in translating strategic vision into **data-centric processes** and **end-to-end digital propositions**. Proven success in Finance transformation, having designed and implemented a global standard for business case proposals and improved gross margins for a **€300M** product portfolio.

Seeking to leverage demonstrated leadership, innovative mindset, and expertise in leveraging digital tools (IoT/Cloud platforms) to drive Product management, Innovation or critical Finance Technology and automation initiatives.

### Core Competencies:

- **Finance Transformation & BA:** Global standard for LaaS Business Case Methodology, €300M Portfolio Pricing, Gross Margin Improvement.
- **Project Management & Leadership:** Managed €2M Innovation Budgets, Led 7-person cross-functional teams (Scientists, Engineers, Designers), Agile/Scrum/Lean.
- **Digital Tools & Automation:** IoT interaction development, Cloud platform deployment (e.g., Philips HUE), E-commerce/Fulfillment systems management.
- **Strategic Vision:** Identified and launched 10 product lines and 20 IP positions, generating \$1.7M annual sales.
- **Global Execution:** Successfully managed and executed projects across Asia (HK, CN, SG), Europe (NL, UK, PL), and the Caribbean (Curacao), specializing in end-user and market understanding and global cross-functional team alignment.

## PROFESSIONAL EXPERIENCE

### Co-founder and Innovation Manager

LUXBALANCE | Hong Kong | 2019 – Present

Founded a life-centric lighting products and services startup (Y Combinator recognized) from 0 to **\$1.7M in annual sales** by driving end-to-end innovation and e-commerce operations.

- **Project & Portfolio Management:** Launched **10 product lines** across 6 categories, and secured **20 proprietary IP positions** (patents, trademarks, trade secrets) in key global markets (EU, CN, USA).
- **Data-Informed Process Improvement:** Conducted A/B analysis and experiment protocols to ensure products were science-led and user-centric. Directly improved

rooting processes for commercial clients, resulting in **30% faster growth** for 10 million lab grown plants annually.

- **Partner Engagement:** Acted as the end-user advocate, leading co-creation with professional clients (e.g., Marriott, Dole, potato breeders HZPC, and positive ageing center JCCPA) to deliver life-centric solutions.
- **Digital Operations:** Managed entire e-commerce pipeline, digital marketing, compliance, and customer success, fulfilling >600 orders across 13 countries.

### Co-Owner and Marketing Director

DESIGN INDULGENCE | Hong Kong 2017 – 2019

Part of the Management Team responsible for market strategy and business restructuring during a pivot phase.

- Defined **Idea-to-Market approach** for the *Sound Art-Works HomeAudio* proposition (shown at CES); included market analysis, pricing waterfall, and business modeling.
- Analyzed financial situation and recommended pivoting to a trading model to improve cash position, ensuring business continuity.

### Segment Innovation Manager and Project Manager

PHILIPS | Shanghai, China | 2012 – 2016

Drove regional innovation programs for new system, service, and product portfolios, targeting **€100M** in sales value.

- **Finance Transformation (Process Standardization):** Developed and implemented the **global standard for business case proposal methodology** for large professional Light as a Service (LaaS) projects (average sales value **€0.5M–€5M**).
  - *Result:* Helped Philips transition to a **data-centric** approach by mandating multi-phase planning, financial modeling, risk analysis, and visual dashboards.
- **Project Leadership:** Managed **€2M** innovation budgets and mentored a cross-functional team of **7 scientists, hardware/software engineers, and designers** through development, testing, and launch cycles.
- **New Product Commercialization:** Identified market gap and developed a new product category for Industrial lighting, achieving first-mover status and **10% higher gross margins** than the portfolio average.
- **Digital Product Development:** Worked on key IoT projects, including Philips HUE (the first IoT light-bulb).

### Pricing Officer

PHILIPS | Shanghai | 2011 – 2012

Managed pricing and profitability strategy for a >10,000 SKU portfolio generating **€300M** in sales across Asia Pacific.

- **Gross Margin Optimization:** Implemented value-based pricing strategies, improving gross margins by a **low single-digit percentage** across the entire €300M business unit.
- **Finance Capability Building:** Led workshops to build pricing capabilities, ensuring new value-based pricing methodologies were formally embedded in End-to-End business plans across Lighting China.
- **Portfolio Rationalization:** Transformed the largest business segment into a needs-based segmentation, explicitly linking product features to monetary value for enhanced pricing discipline.

## EDUCATION & ADDITIONAL INFORMATION

**Master of Science Business Administration, University of Groningen, Netherlands 2008-2010**

Specialization: Business development/Innovation management

**Bachelor of Economics, Hanze University of Applied Science, Netherlands 2004-2008**

Specialization: Finance & Accounting

- **Technical/Methodologies:** Agile, Scrum, Lean, Program Management, Business Case Development, Risk Analysis and Mitigation, IoT interaction development.
- **Patented Innovations:** Co-inventor on three patents related to personal circadian rhythm devices, sleep/wake-up scenes, and lighting installation.
- **Financial Governance & Oversight:** Served as appointed Council Member for Univé, a Dutch non-profit insurance cooperative. Represented one million members in the approval of annual financial reports and the appointment of the board of directors , overseeing an entity that generated **€39M in turnover**.