Koos J.H.P. Simons MSc.

Product Manager | Building clear, useful products that help people make better decisions

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OVERVIEW

Product Manager with around 6 years in product roles and 10 years total experience, mostly where data, operations and technology meet. I run clear discovery, turn vague problems into simple products with small testable releases, and use a few key metrics so teams learn and decide faster. I align business and engineering, keep the roadmap focused on real impact, and help new products land and stick across teams and markets.

Product Management: Product discovery and problem framing | Outcome-based roadmapping | Backlog management and prioritization | Experimentation and MVPs | Defining and tracking product metrics | Stakeholder alignment and storytelling | Cross-functional team leadership | Driving rollout, change and adoption across teams
Data, AI and Tools: Analytics and reporting platforms | Metrics and KPI design | Data quality and lineage awareness | GenAI assistants and RAG | LLM prompt and evaluation design | Data governance | SQL and BI tools (Power BI and Tableau) | Collibra, Snowflake, Databricks | Azure OpenAI and OpenAI API | Jira, Azure DevOps, Confluence, Miro | VS Code, Codex, Claude

PROFESSIONAL EXPERIENCE

Cognizant | Amsterdam, Netherlands   2016-Oct. 2025

Cognizant Consulting | Product Manager and Consulting Manager
Partner to clients in banking, retail, telecom and manufacturing where technology, data and people meet. Grew from BI/analytics consultant to consulting manager acting as in-house Product Manager for internal platforms and AI-assisted tools. Led cross-functional teams from discovery to rollout, focusing on clear problem framing, lean MVPs and measurable impact.

Selected client projects as part of Cognizant:

Rabobank Headquarters | Product Manager   2024-Aug. 2025
Product Manager for a RAG-based GenAI assistant helping Risk and IT find the right policy and security rules.
- Led discovery (40+ user interviews, workflow mapping and in-product surveys) to turn a vague "help colleagues find the right rules" ask into a prioritized roadmap and backlog.
- Partnered with engineering, architecture and content owners to design the RAG pipeline and role-based access so the assistant could safely answer from regulated content.
- Set up governance and QA (risk scoring, SME review loops and lifecycle rules) that security and compliance adopted as the template for future GenAI tools.
- Ran A/B and multivariate tests of LLM and retrieval settings to ~95% answer accuracy; reusable answer components cut manual searching by 4+ hours per user per month.

Nike EMEA Headquarters | Product Manager   2022-Jul. 2024
Product Manager for Nike's EMEA insights and analytics platform, used by retail, merchandising and finance teams.
- Scaled the cloud analytics platform to 2,000+ EMEA users; co-designed store-focused dashboards and workflows that improved retail decision speed by ~25%.
- Led a 13-person squad and introduced a clear operating model cutting reporting inconsistencies by ~40% and incident-resolution time by ~25% while embedding Collibra to catalogue key data and metrics.
- Built and facilitated a 90+ person power-user community and structured onboarding, increasing adoption by ~60% and reducing ramp-up time for new users by ~25%.
- Co-created pricing and promotion analytics, including Nike's first EMEA discount-sales overview, giving merchandising better promo and margin decisions and earning recognition as a top product capability in internal reviews.

Bekaert Global Manufacturing Company | Data Governance Consultant and Project Manager   2021
Lead consultant for establishing an enterprise data-governance model and roadmap.
- Asked to bring structure to fragmented data ownership; led an enterprise data-maturity assessment, aligned executives on roles, lifecycle and platform foundations.
- Aligned executives on roles, lifecycle and platform foundations and delivered a 12-month roadmap that increased lineage visibility by ~30%, with sustainability as the first area to adopt the new model.

Marel Global Manufacturing Company | Product Owner and Data Management Consultant   2019-2021
Team-lead for the development team building a global enterprise data platform and related data-management capabilities.
- Defined scope, guardrails and success criteria for the data platform and migration tooling so business and tech teams could adopt shared data models without breaking downstream processes.
- Recruited and onboarded a small development and data-management team and clarified ownership and incident processes, helping cut data-incident resolution time by ~50%.

KPN B2B Telecom | Data Management Consultant and **Teva Pharmaceutic EMEA |** Business Analyst   2016-2019
Supported telecom and pharma clients with analytics products and self-service reporting.
- For KPN B2B, evaluated Qlik, Power BI and Tableau and helped define a self-service BI strategy; standardized KPIs and reporting, reducing report creation time by ~30% and improving consistency across units.
- For Teva EMEA, built a predictive dashboard for out-of-stock risk that reduced out-of-stocks by ~25%; insights contributed to ~+30% market share and ~+20% revenue growth in targeted regions.

Cognizant Internal Projects and Thought Leadership
- Co-founded the internal Data Management Club and led Benelux data events with 200+ participants and keynote speakers.
- Facilitated cross-European learning on product, governance, and change through real-world project insights.

 Llyli – "Learn the Language You Live In" (personal product / AI side project) Lisbon, Portugal   2025-
- Doing product discovery with language learners in Lisbon and online (interviews and short surveys) on how they capture and reuse real-life phrases.
- Prototyping a workflow and lightweight app that turns real Portuguese phrases into spaced-repetition flashcards with text and audio, using VS Code plus OpenAI / Claude APIs and my own learning data to refine the flows.

EDUCATION

Product Management Advanced Program | Carnegie Mellon University Lisbon, Portugal   2025-2026
- Product Discovery, Metrics and Growth, AI Prototyping, Leadership and Delivery; Capstone Apr/May 2026.

Master of Science in Strategic Management | Tilburg University, Netherlands   2013-2015
- Strategic Management, Quantitative Research Methods, Finance, and Business Consulting.

Exchange Semester in Business Administration | Pontifícia Universidade Católica, Brazil   2014
- Business Strategy, Innovation and Portuguese.

VOLUNTARY WORK AND INTERESTS

Jazzalike Big Band Utrecht | Board Member Volunteer   2021-2025
- Coordinate concerts and logistics while playing saxophone in the band.

Top 1 Toys Coenen Family-Owned Toy Store | Sales and IT Assistant   2008-2016
- Boosted visibility through digital marketing, helping the shop become the region's top searchable toy store.

Travel and interests: Extensive travel across Brazil, United States, Europe, India, Russia and China; enjoy music, hiking (completed the Caminho Português) and meaningful conversations about culture and world affairs.