

PROFESSIONAL PROFILE

An energetic and enthusiastic professional who is fortunate to be both entrepreneurial and a creative problem-solver at the same time. Enjoys puzzling with cross-functional business and IT-related concepts to be applied in different contexts. Extensive knowledge and experience in the digital industry. Performs best outside of his comfort zone and in a startup setting. Possesses excellent people skills to bridge stakeholders and cultures, convey his thoughts and achieve buy-in to drive change. Loves to build and coach teams towards excellence. Proven capabilities to (and secretly he loves to) tackle complex challenges, while keeping his head cool with a big smile on his face ... ☺

EDUCATION

MBA, EXECUTIVE MBA 2012 – 2013

ROTTERDAM SCHOOL OF MANAGEMENT/ ERASMUS UNIVERSITY

In-company project: The implementation of performance management @ Platform161 (grade 92%)

Minors: Entrepreneurship, Private Equity, International Investment Management, Corporate Governance

BSC. COMPUTER SCIENCE 2002 – 2008

UNIVERSITY OF UTRECHT

Minor: Business Informatics

VWO (CUM LAUDE) 1996 – 2002

EMMAUSCOLLEGE ROTTERDAM

Curriculum: Natuur & Techniek and Natuur & Gezondheid

CAREER SUMMARY

CHIEF OPERATING OFFICER – TRADE YOUR TRIP 2016 – CURRENT

The people's marketplace for selling and buying holidays

Key responsibilities:

- > Platform Development & IT
- > Product Management
- > Customer Care
- > Internal organization & HR

ASSOCIATE (DIGITAL SPECIALIST) - MCKINSEY & COMPANY 2014 – 2016

Supporting our clients in assessing, designing and executing disruptive C-level digital opportunities, challenges and transformations

- > Strategy in Digital age
- > Digital strategy and organization
- > IT strategy for Digital future
- > Digital Marketing
- > Agile at Scale software development

Industries: Banking, Telecom, Pharmaceuticals & Medical Products, Media & Entertainment

Regions: Northern Europe, North-America, South-East Asia, Middle East

VP OF BUSINESS ANALYSIS - I61 MEDIA HOLDING 2013 – 2013

Demand-side programmatic ad-technology platform

- > Setup and management of in-house consultancy department. Direct report to CEO
- > Internal consultant for MT and all international subsidiaries to identify opportunities and roll-out best practices
- > Design and implementation of performance management system and balanced score cards

VP OF PROJECTS - PLATFORM 161 (A I61 MEDIA COMPANY) 2012 – 2013

Demand-side programmatic ad-technology platform

- > Strategic product management. Direct report to CEO
- > Finance and P&L responsible (€2M annual turnover)
- > Build and grow of cross-functional Agile team in The Netherlands, Germany, Spain and Romania
- > Roll-out Agile project methodology, continuous delivery and testing automation
- > Serving international clients, e.g. KLM, Alphabird, Adscale, SNS Reaal, TMg and OMG

BUSINESS UNIT MANAGER ROTTERDAM - DRECOMM 2010 – 2012

Specialist in development of Open Source E-commerce and CMS solutions

- > Responsible for the largest Drecomm business unit (€2M P&L) . Direct report to CEO
- > HRM, planning, training, personal coaching, QA and outsourcing: grew BU from 17 to 35 professionals
- > Reorganization of departments: Sales, Marketing and Support
- > Daily management of the consultancy, project management, design, UX and development functions

- > E-commerce process integration with ERP, complex B2B environments and wholesalers
- > Consultant and project manager top accounts and complex e-commerce projects, e.g. PostNL, SHV Holdings, SHV Energy, Five4U and BUVA

FOUNDER - SO SOLID 2009 – 2010

Entertainment agency, specialized in events for 2.500 – 10.000 visitors. Reaching 50.000 visitors annually

- > Strategy and operations
- > Finance and P&L responsible. Reporting to VC investors
- > Project manager for key events (budgets reaching €500K)
- > Concept creation and development of multi-channel marketing campaigns
- > Sponsor deals including Heineken, Red Bull, Go Fast and Diageo
- > Productions in Heineken Music Hall, Mecc Maastricht and Ahoy
- > Sold 33% equity to BestDutch Investments in 2009 on a €4.5M valuation

FOUNDER - POZERZ MEDIA 2007 – 2010

Full-service marketing and communication agency for events and clients focusing on metropolitan youth

- > Strategic and operational management
- > Finance and P&L responsible (€300K annual turnover)
- > Concept creation and development of multi-channel marketing campaigns
- > Successful productions and campaigns for clients such as: MTV, European Cultural Foundation and Rotterdam Festivals

FREELANCER - SOHRAB CONSULTING 2006 – 2008

Freelance architect and software engineer for the development of community websites focused on youth lifestyle

- > Largest client: Yourscene.nl / Ilse Media (Sanoma Digital)
- > Winner Online Awards: Girlsscene.nl Best Community – Content, Navigation and Design
- > Winner Online Awards: Celebscene.nl Best Entertainment – Content, Navigation and Design

FOUNDER AND MANAGER - POZERSCENE.NL/YOURSCENE.NL 2004 – 2008

Online lifestyle magazine focused on 'street' lifestyle, providing a platform for music, fashion and art

- > Campaigns with major clients, e.g. T-Mobile, Vodafone, Malibu, Samsung and McDonald's
- > Acquired by Yourscene.nl / Ilse Media (Sanoma Digital) to join a new platform focused on youth

PROFESSIONAL DEVELOPMENT

- > Certificate Scrum Product Owner
- > Certificate Prince2 Foundation
- > Certificate IT Management
- > Certificate Project Management Foundation
- > Training Human Resource Management, NCOI

ACHIEVEMENTS

YOUTH AMBASSADOR 2009

ROTTERDAM EUROPEAN YOUTH CAPITAL

Ambassador for the youth in Rotterdam in the area of entrepreneurship during the 'Youth Year'.

GETALENTEERD - BRIDGE BUILDER/ROLE MODEL 2006

MINISTRY OF EDUCATION, CULTURE AND SCIENCE

Chosen on proven accomplishments as immigrant Dutchman

OTHER DETAILS

Languages: Fluent English, fluent Dutch, intermediate Farsi

Interests: Global travel, movies, literature on self-improvement, business & management