



ROB ROELEVELD

Freelance Product Owner /
Digital Manager

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INTRODUCTION

“You want to build a team that creates a lasting product? Ask Rob to join!”

- Patrick Hypscher BSH group intrapreneur -

I love to support organizations with bringing their innovative and raw ideas to life and create a valuable and effective long-term business (unit) and/or product. The balancing act between close to the ground details and C-level strategical data driven decision-making is where I find my drive and challenge.

I am recognized for my ability to build bridges between all disciplines, cultures and stakeholders in- and outside of an organization. Throughout my career my helicopter-view, entrepreneurial out of the box approach, broad and deep IT, UX, BI & DAM knowledge, expectation management and aptitude to build strong trust-based relationships have been valued by the clients, users, peers, management, teams, and other stakeholders I have worked with.

PERSONAL INTERESTS



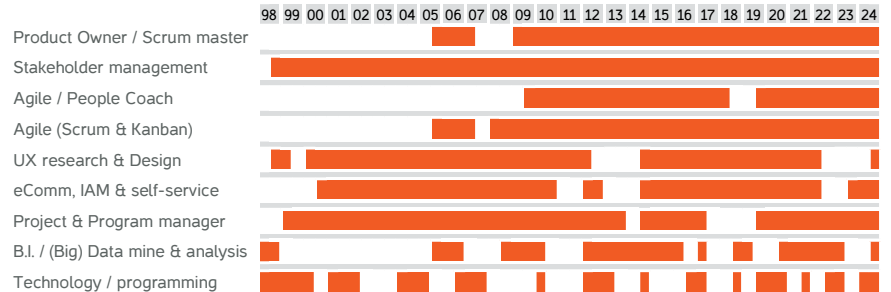
LANGUAGES

Dutch 99%
English 96%
German 65%
French 25%

PERSONALITY

#curious #change #critical #innovate #help #create #rock-solid #agile #investigate #grow #experiment #learn #data-driven #resilient #motivate #drive #adaptability

EXPERIENCE OVERVIEW



EXPERIENCE KEYWORDS

INTERESTS	METHODS	TOOLING	LANGUAGES
Business strategy creation	Agile (Scrum / Kanban)	Jira / Confluence	Java / JavaScript
Stakeholder management	Lean Six Sigma	Google products	RESTful JSON
User Experience / Design	C.I. & DevOps	Adobe products	React (Native)
BI/ Data insight creation	UX Research	Various CMS's	SOAP / XML
Agile/ People Coaching	A/B testing	Azure DevOps	HTML / CSS
Technology/ Innovation	S/ P/ IaaS	MS products	PHP
Process optimization	Prince 2	Trello/ Miro	SQL

EXPERIENCE DETAILS

FREELANCE 2016 - current

NS — Product Owner UX team (Sep '24 – Feb '25)

Product Owner ServiceNow UX Team

- ↑ New user data analytics enabling data driven decision and BL prioritization
- ↑ Adoption of new target audience grouping NS wide

Vialis — Team lead VRI development (Apr '23 – Jun '24)

Team lead/ People & Agile Coach rebuilding the team / platform & processes after decade long mis-management (assignment on request from network)

- ↑ Team morale+++ / reduced sickness-related absenteeism from 25% to 0%
- ↑ Implemented road map and Agile processes used from top (C-level) to bottom (Embedded C++ / Java developers & hardware engineers)
- ↑ Restored control and predictability of team output

KLM Health Services — Digital Manager (Jul '22 – Mar '23)

Digital Change Manager / Scrum Master / Agile Coach to rebuild collapsed and demotivated Digital & BI area (~20 FTE) in liaison with new Digital director

- ↑ New business aligned, long term vision, strategy & road map for digital area
- ↑ Various MS Power App applications for end-user self-service
- ↑ Scrum and Agile adoption and implementation across digital team

DPG Media — Product Owner (Jan '21 – Jun '22)

Libelle / Margriet digital migrating and redesign; Migrate both to DPG premium multichannel web (Java) / app (Android / iOS) code base shared with DPG Premium brands Volkskrant, Parool, Trouw, De Morgen, Humo;

- ↑ Migrated Libelle & Margriet to shared code base (~100k articles / ~200k images & videos)
- ↑ Initiated user (data) research driving premium product innovation
- ↑ Libelle & Margriet logged in reach from ~500 to ~40.000 p/day; App 3.9 ★

BlueMovement BSH — Product Manager (Apr '19 – Dec '20)

Product & Team Manager BlueMovement; PaaS multichannel product creation with near-shore cross functional team in Poland; SAP integration; Report to DE Bosch Siemens Group Board with goal to validate new initiative business model

- ↑ Validation of & secure funding for subsequent multi country roll-out
- ↑ Creation of multi-country PaaS eComm & self-service java web platform (incl. Salesforce to SAP CRM integration) + physical logistics organization
- ↑ +400% monthly sales & +250% customers in 6 to 18 months life cycle period

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TRAINING & DEVELOPMENT

- 2018** ITIP
Persoonlijk traject / zelfkennis
- 2016** Lean Six Sigma Group
Lean Six Sigma Green Belt (Certified)
- 2016** DICT Solutions
Prince 2 Practitioner (Certified)
- 2013** Schouten & Nelissen
Team & People Management
- 2013** Human Connection
Team & People Management
- 2013** Randstad Holding Academy
Presentation & Stakeholder management Academy 2
- 2010** Xebia Consulting
Product owner training
Scrum training
- 2010** Randstad Holding Academy
Finance for non financials
Presentation & Stakeholder management Academy 1
- 2009** Van Harte & Lingsma
- 2010** CIM training (Communication / Interaction / Management)
- 2009** Andriessen HRM
Personal coaching
- 2005** Simulearn 2
Leadership skills
- 2003** Mercury International
Communication & Sales skills
- 2002** Vodafone Training
Project management / Prince2 Foundation (Certified)
- 1999** NetG Skill Builder
C++ Programming
- 1998** VGM Educational Services
Document Management Systems
- 1998** IQUIP Educations
Project Management; Database technologies; SQL Testing techniques; TMAP; Object Oriented design; Data analysis; Communication skills
- 1998** SUN Educations
Java Programming (Certified)

EDUCATION

- WORLD TRAVELS**
1996 - 1998
Visited - Canada, United States, South-Africa, Swaziland, Botswana, Australia, Singapore, Indonesia, Malaysia, Thailand, Myanmar, Cambodia
- NIMA**
1994
NIMA Marketing A (degree)
Courses - Marketing techniques and tools
- SVO**
1989 - 1994
Slagers vakopleiding (Meat industry management/ HBO/ degree)
Courses - Dutch; English; German; Chemistry; Physics; Animal anatomy; Meat cutting and preparation; Business economics; Management; Process control;
- HAVO**
1985 - 1989
HAVO (degree)
Courses - Economy 1; Economy 2; Maths; Dutch; English; History; Biology;



EXPERIENCE DETAILS

FREELANCE

2016 - current

Robidus – Product Owner / Scrum master (Dec '18 – Mar '19)

Product Owner system connectivity/ Agile advice Robidus IT organization

↑ 2019 customer aligned road map; Improved Scrum Team velocity by ~20%

Tele2 – Product Manager (Sep '17 – Dec '18)

Greenfield mobile React Native consumer self-service app; Teams & processes design reporting to C-level; Agile & change management Tele2 IT wide

↑ Design, recruit and manage 3 teams (~30 FTE)

↑ PM consumer self-service app incl. IBM Watson self-service chat bot (AI. 0.3)

↑ App rating 4.3 ★; Installed base 800K; 80K daily active users

AkzoNobel – Scrum master / Agile coach (Feb '17 - Oct '17)

Product Manager/ Agile Coach for multiple global omni channel products

↑ Introduce AkzoNobel Marketing & dev. teams into Agile w.o.w.

↑ Product Management new global eComm and marketing sites

Infinitas Learning – Product Owner coach (Nov '16-Mar '17)

Training new internal Product Manager for student learning & test products

↑ Successful set up of new scrum team & creation processes

↑ Creation of multi-country and lingual personalized learning platform

BAM woonreis – Team/ Agile process design (May '17)

Agile coach & team design of dev.-team for digital self-service platform creation

Onderlinge 's-Gravenhage – Agile coach (Sep '16 - Mar '17)

Board advice on digital team and process design for new self-service dev.-team

MT Member / Product Owner DTAP (Jul '14 - Jul '16)

MT member; PO DTAP rebuild; QA team lead ~15FTE onshore / ~60 FTE India

↑ Lead Agile & DevOps transformation coach / SEPA / IBAN / iDeal / CC / Swift implementation and releases / PO new CI/CD DTAP environment

Product Owner Core tech / DTAP teams (Jan '11- Jun '14)

PO for new Group DTA & PO for development support Scrum team of ~8 FTE

↑ CI/CD DTAP environment / +/- 30% release efficiency / Agile coach & Scrum expert implementing new w.o.w. across Randstad IT org. / MT member

Team manager QA Team (Jan '12 - Jun '14)

~20 FTE spread over 11 Scrum teams for ~30 applications; budget ~ € 2.5m/y;

↑ RGN Android/ iOS app release management / Coach QA team to Agile wow

Product Manager SaaS / PaaS (Jan '11 – Sep '12)

Hyperion (financial reporting) & Sidetrade (credit management) products

↑ +40% Productivity Randstad accountants / ~€ 800K interest saving p/y (RGN DSO -0.8 days on € 2.8bn turnover)

Product Manager RGN platform (Jul '10 – Mar '11)

PO Randstad / Tempo Team / Yacht platform; ~30 FTE; 4 Scrum teams; ~€ 4m/y

↑ Improve customer self service capabilities: +/- 20% call center FTE

↑ Improve SEO: +25% unique site visitors

↑ Implemented first responsive (mobile ready) RGN web sites

Product Manager Global Web (Mar '07 – Jul '10)

Creation of Randstad DE, US, UK, IT, PL, ES & CH websites; ~20 FTE; ~€ 2m/y.

↑ Change and coach team into longterm Agile organized unit

↑ +60% unique visitors; +30% usable applicants on country sites

↑ Digital customer account and profile self service capabilities

Product Owner / Account manager (May '05 - Feb '07)

DYMO / Esselte; BMW; TomTom; Nintendo; Guerilla Games; Virgin Group

↑ DYMO EMEA A/B testing -> +70% turnover eComm / BMW +50% test-drives

↑ Introduce Agile / Scrum with various clients & project & account teams

General Manager / COO / PM (Dec '03 – May '05)

~15 FTE; budget ~€ 2.5m/y. Web / mobile presence for Vara Kassa / Vroege Vogels; Teleac; Lingo; ACN; Amsterdam; Leiderdorp; Vodafone; Lingo

↑ Built start up from zero / +40% visitors for Vara Kassa website

Product manager NL Live! & VF sites (Aug '02 – Nov '03)

Manage functional design teams for Vodafone NL Live! & Vodafone WAP website

↑ Pre smartphone content platform (Vodafone Live! / New Vodafone NL site)

UX Lead (Sep '99 – Jul '02)

On Eurotax eCommerce; Vodafone; Nissan EMEA / NA / LATAM websites

↑ +30% sales Eurotax eComm / global Nissan EMEA / NA / LATAM platform

Java & C++ programmer / Project manager (Apr '98 – Aug '99)

TNT Post site creation; RWS water management; ING core transaction systems

↑ Expand ING sub team with auxiliary branch in new location

WORLDLINE

2014 - 2016

RANDSTAD

2007 - 2014

BLASTRADIUS

2005 - 2007

QUANTIQ

2003 - 2005

VODAFONE

2002 - 2003

RAZORFISH

1999 - 2002

SOGETI

1998 - 1999