R.P. van Velzen

PERSONAL DETAILS

First name	:	Robert Paul (Robert)	E-mail	:	rpvanvelzen@bqause.com
Last name	:	van Velzen	Profile	:	nl.linkedin.com/in/rpvanvelzen
Address	:	Hindelaan 2 1216 CV Hilversum The Netherlands	Date of birth Place of birth Nationality	: : :	5 May 1972 Alphen aan den Rijn Dutch
Phone (private)	:	+31 35 6289189	Phone (mobile, work)	:	+31 6 4182 4990

PROFILE

- Experienced digital/online professional, with an extensive background across multiple industries.
- Track record in successful delivery of digital programs, as well as in managing digital and content teams
- Equally at ease in digital & content strategy, digital/online product management, and online delivery roles.
- Strong drive to move organizations ahead in digital: getting the basics right for digital success, continuous improvement of digital performance, making better use of digital for business purposes.

ACHIEVEMENTS

Digital experience platform delivery	:	Roll-out of a unified digital experience platform to multiple brands in 10+ markets running 20+ websites (B2C, B2B). Central digital platform and framework supporting global and local digital experience, e-commerce and self-care initiatives, while meeting a diverse set of local branding, marketing and customer needs.
Content strategy & web content management	:	Advice on content strategy and digital governance, organization of content management activities. Established and improved the content strategy and content management disciplines for organizations across multiple industries.

SKILLS

Content strategy & web content management	:	Content strategy, content production, content migration, information architecture, content management organization & digital/online governance
Digital / online strategy (e-commerce, e-business)	:	Digital / online product management, digital roadmap & portfolio management, user/customer experience, digital transformation
Digital / online program delivery	:	Digital / online project management, international program delivery

PROFESSIONAL EXPERIENCE

Dec 2011 – Dec 2019	:	Program Manager Digital Experience / Online @ Liberty Global
Roles, tasks & Responsibilities	:	*Program delivery lead for the digital experience platform roadmap & portfolio* Managing the end-to-end delivery of digital programs to Liberty Global affiliates in all European markets: Digital experience platform delivery, e-commerce, online care & customer experience implementations, roll-out of rebranding initiatives, content migrations & website improvements, onboarding of new affiliates.
Projects	:	*An overview of projects is available as a separate appendix to this CV*

Apr 1998 – Nov 2011	:	Senior consultant / project manager / interim manager @ Data Direction bv
Roles, tasks & Responsibilities	:	*Consultancy digital/online strategy, content strategy, web & content management* Developing and executing digital/online and content strategies on behalf of clients. Delivery of interactive/digital media concepts for: marketing and communications, knowledge sharing and collaboration, e-business/e-commerce. Improving/professionalizing the web & content management discipline for clients. *Project & interim management* Overall project management of the delivery of proposed solutions/concepts, and regular interim management of digital/online teams.
Projects	:	*An overview of projects is available as a separate appendix to this CV*

EDUCATION

International Business Studies	:	*WO – International Business Studies (English curriculum)* University of Maastricht, Maastricht
Marketing (BA)	:	*HBO – HEAO Commerciële Economie (Bac. Marketing)* Hogeschool voor Economie & Management, Utrecht (Hogeschool van Utrecht)
VWO	:	*VWO - Atheneum A* Christelijk Lyceum, Alphen aan den Rijn (currently: Groene Hart College)

OTHER

Language skills	:	Dutch	: fluent (mother tongue)
		English	: good – excellent
		German	: good
Other skills	:	Project management (NIVE Projectmatig werken, Scrum Foundation), working knowledge of PrinceII & IPMA, advanced user of productivity & collaboration tools	
Personal interests & Hobbies	:	Sport: tennis, jogging Leisure: travel, reading, cooking Skills-based volunteering: online communications, web & content management for the local hockey club	

R.P. van Velzen – Appendix

PROJECTS & ASSIGNMENTS

@ Liberty Global

- Virginmedia Business UK
- Virginmedia IE
- Unitymedia DE
- UPC CH / UPC-Cablecom CH
- Ziggo NL / UPC NL & online sales
- Telenet BE
- UPC AT / CZ / HU / PL / RO / SK
- AEM platform roll-outs + upgrades
- UX & digital customer experience initiatives, content migrations

@ Data Direction

- Robeco
- E.ON Benelux
- ABN AMRO
- Kadaster
- Gemeente Diemen + Ede
- Vereniging Eigen Huis
- APM Terminals
- Antwoord voor bedrijven (Dept. of Economics)
- ANP
- Coca-Cola Enterprises Benelux
- LNV-DR (Dept. of Agriculture)
- UWV
- ESOMAR
- CEVA Logistics, Wavin
- Ziezo.biz (Agroportal)
- FHV/BBDO
- Goldwell Benelux

@ DIY

- USG People

FOCUS AREAS

Digital / online strategy, e-business & e-service

- ANP: multichannel B2B platform concept for news distribution & syndication
- Antwoord voor bedrijven: refinement portal/aggregation concept & services
- APM Terminals: online strategy & roadmap for internet & intranet
- Coca-Cola Enterprises: e-business B2B platform, interim e-business management
- FHV-BBDO: e-business/e-services platform advice
- Goldwell Benelux: knowledge management and B2B platform advice
- Vereniging Eigen Huis: online strategy, e-commerce advice
- Wavin: online/e-business strategy, product information management advice
- Liberty Global: online sales/e-commerce & (self)care, digital experience platform

Content strategy & web content management

- Liberty Global: roll-out digital platform, content migration, rebranding
- ABN AMRO: review intranet structure/setup and use of CMS tool set
- E.ON: intranet information architecture, web project management
- Robeco: analysis content management organization, requirements gathering
- USG People: advice implementation & roll-out of enterprise CMS platform
- UWV: web & content management organization, migration of web content
- Vereniging Eigen Huis: content management organization, content migration

Web operations management, online marketing

- Antwoord voor bedrijven: interim web & content management
- UWV: interim web management (incl. analytics, usability, accessibility)
- Vereniging Eigen Huis: interim web & content management (incl. landing pages, campaigns, SEO content optimization)

Project / program management

- Liberty Global: international program delivery, digital roadmap/portfolio lead
- For most/all of the above assignments