PROJECTS & ASSIGNMENTS

@ Liberty Global (UPC Broadband)

- Virginmedia Business UK
- Virginmedia IE
- Unitymedia / Kabelbw 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, website & 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
- Dienst Regelingen (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: advice online strategy & roadmap, for internet & intranet
- Coca-Cola Enterprises: e-business B2B platform, interim e-business management
- FHV-BBDO: advice e-business/e-services platform
- Goldwell Benelux: advice knowledge management and e-services platform
- Vereniging Eigen Huis: advice online strategy, e-commerce
- Wavin: advice online/e-business strategy, product information management
- Liberty Global: online sales/e-commerce, online care/self-service, UX

Content strategy, web content management

- Liberty Global: roll-out CMS platform, content migration, rebranding
- ABN AMRO: review intranet structure/setup and use of CMS tool set
- E.ON: advice structure/setup of intranet, 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 project management
- For most/all of the above assignments

LIBERTY GLOBAL : Senior program manager online / digital experience platforms Liberty Global:

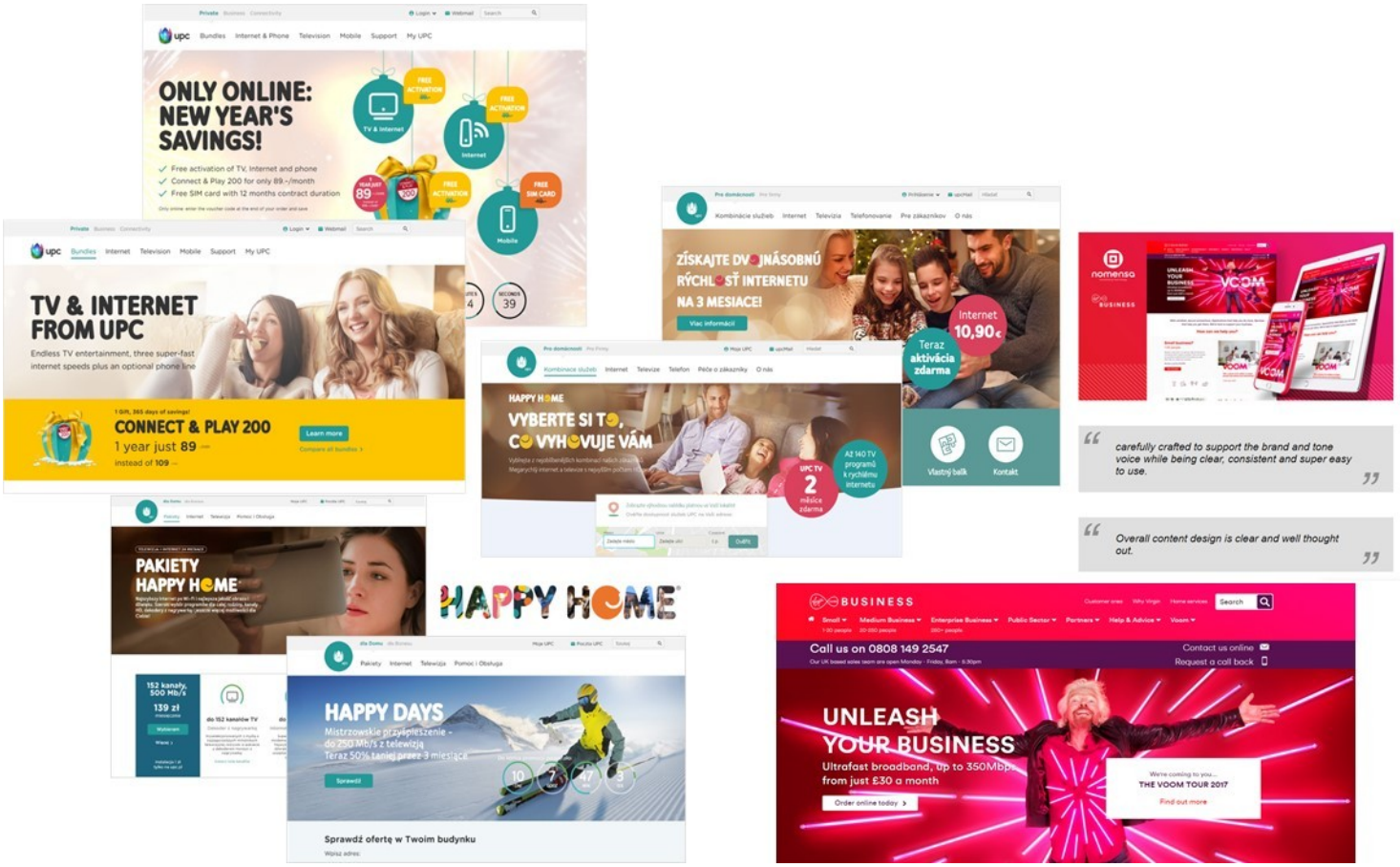
media/telecoms
Dec 2011 – Dec 2019

AEM platform implementation & upgrades roll-out across all markets
Roll-out of AEM 6.x platform builds, upgrades, and migrations to new online infrastructure. Increased integration with other Marketing Cloud components, transitioning to become the central platform managing all digital touch points for each of the Liberty Global brands (12 markets, 6 brands, 20+ websites).

UX improvements program / rebranding & redesign initiatives
Creation of user experience vision & framework, research into & definition of user journeys across media/channels, implementation of user experience improvements for all brands.

Activities & personal results:

- Program & portfolio management: program lead Digital Experience team within the Customer Experience domain at Liberty Global. Managing overall program delivery, digital experience roadmap definition and execution, stakeholder management, successful onboarding of affiliates on the platform



- CMS platform (AEM, Adobe Marketing Cloud) implementation & roll-outs to affiliate markets: CH, DE, NL, B, IE, UK and CEE (AT, PL, CZ, SK, HU, RO)
- Digital experience management framework implementation across affiliate brands: UPC, Ziggo, Telenet, Unitymedia, and Virgin Media
- Incl. new platform builds, website migrations, rebranding/redesign & UX improvement initiatives, e-commerce and self-care integrations

VIRGINMEDIA IE Aug 2018 – Dec 2019 @ Liberty Global	:	MyCare portal implementation on top of AEM6.2: Implement the VM IE self-care portal on top of the AEM6.2 platform, on a micro-services middleware architecture, alongside a user experience design overhaul, to replace and decommission the legacy 3rd-party self-care solution.
UNITYMEDIA DE Aug 2017 – Oct 2018 @ Liberty Global	:	AEM platform upgrade roll-out to Unitymedia (DE) Migrate the DE web presence to a newly built online infrastructure, in combination with a CMS platform upgrade (to AEM6.2).
UPC CEE Jun 2017 – Mar 2018 @ Liberty Global	:	UX improvements + brand refresh CEE UPC markets (CZ, SK, PL, HU, RO): Implement UX improvements and a brand refresh on the UPC CEE websites, alongside an in-place upgrade of the shared CMS platform to AEM6.2.
UPC-CABLECOM CH Jan 2017 – Dec 2017 @ Liberty Global	:	AEM platform upgrade + UX & brand refresh for UPC-Cablecom (CH): A complete rebuild of the CH web presence on a new online infrastructure, consisting of a CMS platform upgrade (to AEM6.2), a brand refresh and the next generation digital user experience framework.
VIRGINMEDIA BUSINESS UK Aug 2016 – May 2o17 @ Liberty Global	:	Managing the delivery of the new virginmediabusiness.co.uk website on the AEM platform: Development of the new web presence as part of a redesign, migration to the central CMS platform (Adobe AEM) and digital experience framework at Liberty Global. *2017 B2B Site of the Year (UK WireHive awards).*
VIRGIN MEDIA & UPC Nov 2015 – Feb 2017 @ Liberty Global		AEM platform upgrades (to AEM6.1) on new infrastructure for IE, AT, CEE: Migrate the websites of Virgin Media IE, UPC AT and CEE (CZ, SK, HU, PL, RO) to a newly built online infrastructure, in combination with a CMS platform upgrade (to AEM6.1).
VIRGINMEDIA IE Jul 2015 – Oct 2015 @ Liberty Global	:	Managing the delivery of the new virginmedia.ie website on the AEM platform: Development of the new web presence as part of a rebranding initiative (UPC becoming Virgin Media in IE), incl. a migration to new instances of the CMS (Adobe AEM) and online sales / e-commerce platforms at Liberty Global.
ZIGGO NL Aug 2014 – Apr 2015 @ Liberty Global	:	Delivery of the new rebranded ziggo.nl website on the AEM platform: Development of the new web presence as part of a rebranding initiative (merger Ziggo & UPC NL), combined with a migration to new instances of the CMS (Adobe AEM) and online sales / e-commerce platforms at Liberty Global.
TELENET BE Feb 2014 – Jul 2014, Mar 2015 – Oct 2015 @ Liberty Global	:	Delivery of the new telenet.be website on the AEM platform: Development of the new web presence as part of a corporate brand & online design refresh initiative, combined with a migration from a legacy CMS to the enterprise-wide CMS platform (Adobe AEM) at Liberty Global. Onboarding of Telenet to central platform/systems.
UPC IE Sept 2013 – Feb 2014 @ Liberty Global	:	Managing the delivery of the new upc.ie website on the CQ5/AEM platform: Development of the new web presence as part of a corporate brand refresh initiative, incl. a migration from a legacy CMS to the AEM CMS platform.

UPC NL Aug 2012 – Oct 2013 @ Liberty Global	:	Managing the delivery of the new upc.nl website on the AEM platform: Development of the new responsive web presence as part of a corporate brand & online design refresh initiative combined with a migration from a legacy CMS to the new enterprise-wide CMS platform (Adobe AEM).
UPC-CABLECOM Dec 2011 – Mar 2013 @ Liberty Global	:	Delivery of the new hispeed.ch (entertainment) & upc-cablecom.ch websites: Redesign of the entertainment site, piloting the implementation and rollout of the new enterprise-wide CMS platform (Adobe AEM). Development of the new web presence as part of a corporate brand refresh initiative, incl. a migration from a legacy CMS to the AEM CMS platform.
UNITYMEDIA Dec 2011 – Jul 2012 @ Liberty Global	:	Managing delivery of the new unitymedia.de (online sales/care) website: Development of new web presence as part of a major (re)branding and positioning initiative at Unitymedia, combined with a migration from a legacy CMS to the new enterprise-wide AEM CMS platform. Onboarding of Unitymedia to central platform/systems.

DATA DIRECTION consultancy, content strategy & digital media Apr 1998 – Nov 2011 DATA DIRECTION	:	Senior consultant / project manager / interim manager @ Data Direction: *Web & content management consultancy* Establishing and improving the web and content management discipline at client organizations: organizational change, governance, process definition (work flows, procedures, guidelines), training and coaching. *Digital/online strategy, content strategy, e-business consultancy* Developing and executing digital/online and content strategies on behalf of clients. Digital media concepts for: marketing & communications, knowledge sharing & collaboration, e-business/e-commerce. *Project & interim management* Overall project management of the end-to-end delivery of proposed solutions/concepts, as well as day-to-day management of digital/online teams: leading multidisciplinary teams, coordinating external vendors/partners. *Business development Data Direction* Joint responsibility for development of new product/service offerings, pre-sales and account/relationship management, partnering, coaching (junior) content organizers, knowledge sharing, marketing communications
ROBECO financial services Jun – Nov 2011 @ Data Direction ROBECO	:	Robeco strived to become recognized as a Thought Leader on a set of key investment themes. This required top quality content, and consistent messaging across channels. A central content management organization plays a pivotal role. Consultancy: Content management review (current situation/approach), requirements gathering (interviews global stakeholders)

E.ON BENELUX :

energy
May – Nov 2011
@ Data Direction

E.ON Benelux was advised on the design/development of a new local intranet:

Setup, structure and contents of E.ON intranet
E.ON was advised on the setup/structure of the new local intranet (information architecture), as well as the required web & content management organization to support it:

Consultancy: Information architecture, web & content management, web project management, requirements gathering & specification

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ABN AMRO :

financial services
Apr – May 2011
@ Data Direction

Participation in a number of assignments regarding the re-organization of Internal Communications at ABN AMRO in 2011:

Content management audit: expert review intranet (CMS, concept)
Evaluated the (content management) organization of ABN AMRO Internal Communications, including the systems/applications that support it.

Advice content management organization: workshop intranet (tools/systems)
Advised ABN AMRO on the re-organization of Internal Communications

Consultancy: Expert review intranet and setup/use of CMS (Tridion), facilitating workshop requirements gathering

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USG PEOPLE :

(temporary) staffing & recruitment
Mar – Apr 2011
@ RPvanVelzen

USG People aimed to implement the Alterian CMS platform enterprise-wide (across all labels/operating companies, for intranet, extranet & internet use).

Matching the features and possibilities of the CMS platform with the requirements of the organization, providing guidance on the optimal use of the CMS, and the best approach for the implementation/roll-out.

Consultancy: Recommendations about the setup and roll-out have been fully incorporated in the planned approach for implementing Alterian across the USG labels and markets

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KADASTER :

government: land registry
Feb – May 2011
@ Data Direction

Web & content management consultancy assignment for Kadaster, to support the renewal of the Kadaster.nl website in line with the online ambitions of Kadaster. The new platform has to be managed professionally.

Consultancy: Website & content audit, web & content management organization, content strategy

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GEMEENTE DIEMEN :

government: municipality
Oct 2010 – Feb 2011
@ Data Direction

Web content management assignment for Gemeente Diemen, as part of a website redesign initiative, and the accompanying implementation of a new web content management system (Typo3).

Consultancy: web & content management, content planning, accessibility
Project management: overall coordination (project team, editors, web design/development provider), web content migration

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VERENIGING EIGEN HUIS :

consumer interest association: home owners
Aug 2009 – Oct 2010
@ Data Direction

Web & content management assignments for Vereniging Eigen Huis:

The Eigenhuis.nl platform was upgraded and redesigned, as part of the rebranding of Vereniging Eigen Huis. Responsible for the content strategy and the review, improvement, and production/migration of all web content.

vereniging eigen huis

Vereniging Eigen Huis aims to make better use of the media/channels available: improved content quality, consistent messaging across channels. Provide a blueprint for and initial implementation of a central content management organization that will manage content for all media/channels.

- Consultancy: content analysis, web & content strategy
- Project management: leading the editorial (> 5 FTE) and 10 domain teams during production, migration and publication of web content
- Interim management: leading the web team (5 FTE) during the deployment/ launch phase of the new eigenhuis.nl website.

APM TERMINALS (MAERSK GROUP) : Web & content management assignments for APM Terminals:

transport & logistics, container terminals
Jul 2009 – Nov 2011
@ Data Direction

APM TERMINALS
Lifting Global Trade.

APM Terminals outsourced most of the global/corporate web and content management activities for the website & intranet to Data Direction, from strategical-tactical (online strategy, roadmap, content strategy) to operational (editorial, publishing and maintenance of content)

Delivered several improvement projects (content cleanup, restructuring) and coordinated the implementation of redesigns (rebranding, restructuring).

Activities & personal results:
- Consultancy: online & content strategy, web content management
- Interim management: business partner in web & content management for APM Terminals, outsourced web & content management team lead

ANTWOORD VOOR BEDRIJVEN (DEPT. OF ECONOMIC AFFAIRS) : Assignments at the 'Projectdirectie Eerstelijn voor bedrijven' (project agency at Dept. of Economic Affairs as chief editor & project manager at 'Antwoord voor bedrijven'.

government: project board / state agency
Jan 2008 – Apr 2009
@ Data Direction

Antwoord© voor bedrijven

Restructuring, redesign and improvement of the Antwoord voor bedrijven website. Focus on improved usability and content quality, professionalizing the web & content management organization.
Refinement and extension of the portal/aggregator concept and service offerings, connecting with other e-government initiatives.

Activities & personal results:
- Interim management: management of web & content team (> 8 FTE: content sourcing & production, online marketing), coordination (stakeholders, industry organizations, design/development partners)
- Consultancy: online strategy, UX / IA improvements, web & content management organization, e-government

DIENST REGELINGEN (DEPT. OF AGRICULTURE) : E-business/e-services assignments (e-Government) for 'Dienst Regelingen', the National Regulation Agency of the Dutch Ministry of Agriculture:

government: state agency
2006 – 2007
@ Data Direction

Dienst Regelingen
Ministerie van Economische Zaken

Project lead for improving the LNV-Loket website of Dienst Regelingen (self-care portal). Focus on usability, content quality and (future) integration of e-services applications, and addressing the need for a professional web and content management organization.

Activities & personal results:
- Consultancy: usability & accessibility, web & content management, redesign of the LNV-Loket website & e-services platform (MijnDossier)
- Project management: implementation of redesign, web content migration

UWV

government: state agency, social security
Mar 2005 – Dec 2007
@ Data Direction

: Web & content management and e-government assignments for UWV:
Delivery of improvement projects regarding the UWV.nl website. Focus on content strategy and quality (customer journey mapping, analytics), usability, accessibility, and the integration of e-government services.

Day-to-day management of the web management team (webmasters) for internet and intranet, setup of the web & content management organization (governance, editorial boards). Internal/external coordination. Focus on professionalizing both the web and content management disciplines at UWV.

- Consultancy: internet/intranet and e-services strategy, content strategy, web & content management, accessibility
- Project management: delivery of improvements initiatives, web content migration and redesigns
- Interim management: professionalizing the web & content management disciplines within UWV, day-to-day management of the web operations team (5-6 FTE)

CEVA LOGISTICS

transport & logistics, B2B
2007

: Web & content management assignment for CEVA Logistics in 2007:
Restructuring and redesigning the corporate website for CEVA Logistics, following a merger. Focus on international audience needs analysis (user Requirements, competitive audit), and setting the web & content strategy.

- Consultancy: web & content strategy (incl. online audit), site structure/IA

ESOMAR

professional association: research agencies
2004
@ Data Direction

: Completion of consultancy assignments for ESOMAR:
Performance audit and improvement of the website for communication and information delivery, as well as for online sales and service delivery

- Consultancy: internet audit versus comparable organizations and best practice examples of content strategy and user interface design, practical recommendations for improvement of Esomar.org
- Consultancy: professionalizing content management, creating a content management manual (organization, roles and responsibilities, work flow/processes, procedures and guidelines, quality criteria)

WAVIN

Industrial, B2B:
plastic pipes & fittings
2003
@ Data Direction

: E-business consultancy assignments for Wavin: Concept development for an electronic marketplace, WavinXchange, offering local OpCo's, customers, and suppliers access to (product) information, and online transaction processing.

- Consultancy: e-business/online audit (international comparison of Wavin's online efforts vs. major competitors & best practices), product information management (global/master vs. local catalogues), e-business governance (procedures, guidelines, user manuals)

ANP

Media/publishing, B2B:
national press agency
2002 – 2004
@ Data Direction

: Develop a central, digital platform for the publication and distribution of all ANP content and selected third-party content (e.g. international news agencies, Dutch newspapers, weeklies, professional magazines).
Aim: Become the central 'content organizer/syndicator' of digital news and information aimed at the (Dutch) media/publishing and B2B markets.

- Consultancy: e-business vision and strategy, business case 'news2have' (entering B2B markets), requirements 'news2have' platform, editorial production & planning/calendaring systems, site structure / IA image library, evaluation of third-party proposals

COCA-COLA ENTERPRISES NL

FMCG, B2B
2001 – 2002
@ Data Direction

: E-business consultancy & interim management at Coca-Cola Enterprises NL: Development and implementation of an online B2B platform targeting direct customers (retail, wholesale, food service), and indirect customers/channels (bars/pubs, restaurants, out-of-home): product information, marketing & campaign assets, market developments & research.

- Interim management: e-business strategy & project lead
- Consultancy: concept development (scope, structure/setup, features of online B2B platform for knowledge exchange & collaboration with customers (innovative concept for CCE, even internationally)
- Project management: development and implementation of online B2B platform and related initiatives/applications

ZIEZO.BIZ AGROPORTAL

agricultural platform
2002
@ Data Direction

: Consultancy assignments for Agroportal's new 'ziezo.biz' platform, an public-private partnership aiming to become the Dutch online agricultural platform.

- Consultancy: information architecture, content management organization, (workflow, procedures/guidelines, quality criteria, content specifications)

FHV/BBDO

communications agency
2001
@ Data Direction

: Online/e-business strategy assignments for FHV/BBDO:
Concept for the enterprise-wide use of IT and digital media for knowledge exchange and collaboration, with internal and external audiences.

- Consultancy: online / digital media strategy, analysis, concept development
- Project management: leading/coordinating internal project teams

GOLDWELL BENELUX

hair care products, B2B
1999 – 2001
@ Data Direction

: E-business and knowledge management assignments for Goldwell Benelux:
Online knowledge base/platform for Goldwell, targeting the hair care market (stylists, hair dressers, salons): knowledge and support, product content.
Concept to extend the knowledge base to a corporate portal platform.

- Consultancy: content & knowledge management, e-business strategy, user requirements, defining structure, contents and features of the knowledge base (domains, collections for various audiences)
- Project management: initial implementation of the knowledge base