



Curriculum Vitae



# Marc de Boer

## Personal data

### Marc de Boer

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City	Amsterdam
Date of birth	21 October 1969
Nationality	Dutch
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## Profile

### Experienced project manager and product owner

- I enjoy managing projects hands-on by being involved in both the technical and business aspects
- I have a wealth of experience in Agile scrum, small and large scale
- Worked in industry, finance, education, (e-)commerce and media
- Comfortable in politically and organizationally complex situations
- International experience with implementation in US, Australia, Asia and the Middle East
- Certified Prince 2 and Agile Scrum

I contribute to project success by being result driven, servant leadership and clear communication.

I am a so called "T-shaped professional": a wide understanding of subjects that transcend expertise, combined with specialized knowledge. Wide: software, marketing, finance, retail, design, cognitive psychology, food and gaming. Specialization: online technology.

My vision is that teams perform best when all members subscribe to the goal; the differences are transcended by bringing out the shared values.

## Experience

### 2018 – nu • Product owner • [Glass-wrap](#)

Glass-wrap is an innovative way to protect sheets of glass during transport and storage; more sustainable, safer and cheaper. My role is to guide the market introduction with a distributed cradle-to-cradle IT solution, via strategic advice, partner management, functional design and day to day backlog management.

### 2017 - 2018 • IT audit consultant • [ABN Amro bank](#)

Providing technological and process knowledge to IT audits the bank performs. Identifying the risks that the use of IT products brings to the organisation and working with business and IT owners to reduce and mitigate those risks.

### 2014 - 2017 • International project consultant • [Backbase](#)

The Backbase Customer Experience Platform is the most innovative and disruptive omni channel platform in the booming Fintech sector. With its modern technology, short time to market and platform flexibility Backbase was qualified by Gartner as 'Visionary' and by Forrester as 'Leader'.

My responsibilities included digital strategy, guiding of inception, development and rollout of mobile applications and digital banking websites. Using Agile to improve cooperation with the customer, and also within Backbase Tribes and Squads.

Clients included Deutsche Bank, Hiscox (UK and US), Siam Commercial Bank (Thailand), ABN Amro, DeGroof, Aldermore and many more, globally.

Tooling: Jira, Basecamp, Salesforce

### 2015 -nu • Co-founder and product designer • [Addam](#)

Addam develops en runs programs that help employees discover how much vitality they can have through food, mindfulness and sleep. The programs use a combination of online tools, devices, workshops and real food.

I run the company and guide product design. Products include [FoodChallenge](#), [Food Challenge app](#) and the [Vitality card](#).

- 2013
- Project manager / product owner • [Nomads](#)
- [Killzone Mercenary](#)
- One of the largest titles on the Sony PlayStation platform goes to handheld
  - Nomads designed and developed the companion website
  - Technology: PlayStation Vita, PlayStation 4, Java/Spring, AWS
- [Pampers Baby Book](#)
- Facebook application for creating a social photo book
  - Design, development and rollout to 31 countries in 20 language
- 2011 –2013
- Operational manager and project manager • [eVision Industry Software](#)
- eVision develops, implements and maintains software to improve operational safety in industry. Especially for companies with 24-hour operation and with high-risk circumstances like high temperature and pressure it is essential to have and integrated safety policy with permits for all jobs. Servicing the oil, gas and process industry.
- My responsibilities:
- Day to day lead during growth from 20 to 50 employees
  - Professionalise and expand the organisation
  - Introduce Agile Scrum process company-wide
  - Program management for implementations in e.g. US, Abu Dhabi, Australia, South Korea and Myanmar
- Technology: .NET, TFS, SharePoint, Web Services
- 2010
- E-commerce Program manager • [Lost Boys](#)
- Overall program and client management for a.o. Sara Lee, LBI's largest customer. E-Commerce, brand sites and campaigns for coffee, tea en body care brands worldwide. Important achievements are douweegbertsenmeer.nl, decs.nl and lorespresso.fr
- Technology: .NET, MS Commerce Server, SharePoint, Web Services, SAP
- 2009
- Functional design / product owner and project management • [Greenpeace International](#)
- As franchise organisation Greenpeace is challenged with supporting her 40 regional initiatives and at the same time create unity and communicate clearly around her goals and actions. GPI has designed a new website and chosen a matching CMS and offers this to its members under the name Planet 3, together with training and migration.
- My responsibilities:
- Product owner and functional designer. Also project manager for content migration.
- Technology: EPiServer, Microsoft .NET
- 2006-2007
- Architecture and design • [Ministry of Finance](#) / [Ministry of Foreign affairs](#)
- As the first departments Finance and Foreign affairs will modernize their public websites to align to the new governmental style guide. Also the government has selected the Hippo Open Source CMS as preferred supplier.
- Architect; functional and technical design; coordinating the development team
  - Technology: Hippo CMS, Apache web server, MySQL database, Cocoon, JUnit, Cruise control
- 2005
- Architecture and development • [Staatsloterij](#)
- Rebuild of the website of the Dutch state lottery. Information on the lottery and draws, online sales of ticket, offering virtual tickets to replace paper tickets, and a personalized environment
- 2007 -2009
- Technical manager • [Ijsfontein](#)
- Ijsfontein specializes in interactive communication via playful learning. Subjects like nutrition, global citizenship and media ability are brought to 4 to 14 year old, in classroom and museums. Also in the business arena around mergers and cooperation on the work floor.
- As technical manager together with the operational manager responsible for the day to day business;
  - End responsible for a team of 10 developers, technical correctness in commercial proposals and quality of service

- 2004 -2007 • **Software architect and team lead** • [Clockwork](#)  
Clockwork is one of the largest agencies in the interactive digital media field; a true full-service agency for customer services. As software architect I was responsible for technical quality and team performance. Projects included e-commerce for fashion, the state lottery and ad-campaigns.
- 2000-2003 • **Software developer** • [Utopics / Ordina](#) FBS  
Distributed software, service oriented architecture and open source technologies were some of the emerging technologies that were applied. Architecture, consultancy and development of software.
- 1995 -2000 • **Software developer** • [ChipSoft](#) ZIS  
ChipSoft is the foremost supplier of Hospital Information System. By being the first to introduce client/server technology and later web technology into this traditional sector, they became trendsetter in the field. Design, development and implementation of software, especially for the medical specialists and centralized patient registration modules.

## Education

- Doctorate computer science, major artificial intelligence
- Certified Scrum Master
- PRINCE2 foundation
- Microsoft Certified Professional
- Microsoft Certified System Engineer (MCSE)
- Rational Unified Process
- Certified Java programmer
- Visual Age for Java certified developer
- University of Amsterdam
- Zilverline
- Exin
- Microsoft
- Microsoft
- Rational
- Sun
- IBM

## Personal skills

- I have a wide and solid technical background, especially in internet technology
- Concrete, tangible products and results give me satisfactions
- I enjoy making complex material and processes more clear and structured
- I am communicatively and organisationally skilled, also when things are not so nice
- Experience with many development, issue, delivery and process management tools
- English as second native language via living and working in the UK and US.
- Myers Briggs: ESFJ, Belbin: Teamworker/Specialist, Communicatiestijl: Promotor, DISC: central

## Professional skills

### Methods

- Agile Scrum, Kanban
- Rational Unified Process
- DSDM
- Prince 2
- UML

### Tooling

- Jira, Confluence, Jenkins
- Visual Studio, TFS
- CMS Drupal, Typo3, Hippo, Alfresco, SiteCore
- MS Commerce server / Magento / Demandware
- MS Visio, MS Project

## And also

- Fascination with nutrition as means for high performance, disease prevention and cure
- Enjoy endurance sports, especially cycling and running
- Wide interest in culture, history and language, and so also travelling
- And two beautiful teenage daughters