Simon Bosschieter

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I am an entrepreneurial IT professional with extensive experience in software development, product management and business development, focusing on markets such as media or advertising, startup, e-commerce, micropayments, education, banking, real estate and healthcare.

I have experience at management level, but I also like to be part of the (scrum) team. With a strong sense of commerce and a great affinity with software development, I am extremely capable of being the connector between the stakeholders, business and IT of any organization.

I stand for quality, drive and support. I am an analyst, a creative and conceptual thinker, who likes to collaborate in solving complex issues and I enjoy presenting and highlighting outcomes, ideas and visions.

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Work experience

Product Owner – Mileway (Blackstone)

August 2022 – present   Amsterdam, Netherlands

Mileway is the largest owner of last mile logistics real estate assets in Europe. With over 1.800+ assets across 10 major European countries. Mileway's largest markets include the UK, Germany, the Netherlands, Sweden and France, and it has a significant presence in Denmark, Italy, Spain, Finland and Ireland.

- Responsible for two Scrum teams; Knowledge Management and Collaboration & Productivity
- Link between the business, development and the stakeholders
- Ownership of the product visions and setting it out in product roadmaps
- Analyzing functional requirements and wishes into process, system and test specifications and record them in Jira
- Prioritize and update the team backlogs based on current priorities and the product roadmaps
- Make sure the backlog is visible and clear to everyone and shows what the team is going to work on next
- Maintaining the relationship with stakeholders and key users in other countries
- Answering questions from the Agile DevOps teams and removing impediments that they cannot solve themselves
- Aligning with stakeholders and users during the scrum development process
- Providing both internal and external sprint demos

As Product Owner of two individual operating Scrum teams I was responsible for developing and maintaining the Document Management System, intranet, contract management tooling, internal financing tooling, timesheets application and various other apps and tools used within Mileway. Everything we created and managed was within the Azure cloud environment. In addition, we actively used other Microsoft products such as SharePoint. Because Mileway is operational in several countries, a lot of coordination with the local users was necessary to meet the local conditions.

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Product Owner - MyDish

April 2020 – present   Utrecht, Netherlands

MyDish is a guest-friendly e-commerce platform for the hospitality industry, in which the guest experience, personal contact and hospitality are central. The platform was developed entirely in Typescript, runs in the Google Cloud and uses Adyen for Platforms to process payments. Now that the company is operational, I am involved as Product Owner and shareholder.

- Part of the management team and responsible for product development and general operations
- Setting up a completely new scrum development team, consisting of 9 Dutch members
- Concluding commercial collaboration with, among others, Lightspeed, Adyen, Lavazza coffee and VHC catering wholesaler
- Presenting and justifying vision to stakeholders
- Active participation in the development of strategic plans on the technical and business side
- Determining long-term product goals and strategies
- Analyzing and interpreting the wishes and preferences of users
- Manage, specify and prioritize the product backlog

- Involved during launch to commercially contract the first restaurants, on-boarding and training their staff
- Implanted at the first customers together with the implementation specialist MyDish and prepared documentation for the commercial team
- Reseller network set up through which commerce and customer service is invested

Product Owner - Automotive MediaVentions (DPG Media)
April 2022 – Augustus 2022   Amsterdam, Netherlands

Automotive MediaVentions is the business partner for car companies that want to serve the Dutch car buyer faster, more focused and better. Thanks to the combination of Gaspedaal, AutoTrack and AutoWereld, every potential car buyer can be found. The aim of the SEO team is to make the platforms more Search Engine Optimized (SEO), content creation and development.

- Implementing Agile Scrum method in an existing DevOps team, consisting of 8 Dutch members
- Ownership of the SEO product vision and setting it out in a product roadmap
- Active participation in the development of strategic plans on the technical and business side
- Translate functional requirements and wishes into process, system and test specifications and record them in Jira and Confluence
- Prioritize and update the team backlog based on current priorities and the product roadmap
- Make sure the backlog is visible and clear to everyone and shows what the team is going to work on next
- Answering questions from the Agile DevOps team and removing impediments that they cannot solve themselves
- Aligning with stakeholders and users during the scrum development process
- Ensuring the best possible performance, quality, stability and security and the Total Cost of Ownership

As Product Owner of the SEO team I was responsible for the organic traffic to the platforms. The team consists of both SEO marketing specialists (4) and Developers (4). The main goal was to familiarize the team with the Scrum way of working. In addition, I played an active role in setting up an SEO product roadmap and implementing the Scrum ceremonies.

Service Delivery Squad leader / First Line Manager – IBM / Kyndryl (ABN AMRO)
August 2021 – April 2022   Amsterdam, Netherlands

Kyndryl is a company that was formed in November 2021 from a spin-off of IBM. Since its inception, the spin-off has been the largest global IT infrastructure provider focused on managing and modernizing the infrastructure environments that organizations own. Kyndryl offers six different global managed product portfolios and additional services for this: cloud, digital workplace, security and resiliency, network and edge environments, core enterprise and zCloud, applications, data and AI.

- Part of the Application Support (AS) management team, budget (P&L) and HR responsible for the AS teams
- Responsible for three domain teams: Platform and Technology (P&T), Corporate Information Security Office (CISO) and Chief Architecture Data Management (CADM) consisting of 21 Dutch and 15 Indian (remote) members, working closely together in mixed scrum teams within ABN AMRO Bank
- Implementing a new scrum grid structure for the AS teams
- Sparring partner for and working closely with team leads, product owners and budget holders on the customer side
- Active participation in the formation of the new grid layout and split from IBM to Kyndryl
- Active participation in the development of strategic plans on the technical and business side
- Checking and approving quarterly budgets, contracts and agreements
- Growing team members through the right guidance, coaching, objectives and assessments
- Set up Scrum and cloud learning plans and actively monitor them across all AS employees (160 FTE+)

As an interim manager, I have been responsible for two domain teams since the reorganization and I am responsible for the direction and leadership during the split-off from IBM to the new Kyndryl organization. During this process, a third domain team was added to my responsibility. During the split-off process, I maintained contact with the contact persons at the customer (ABN AMRO) and went through two budget rounds and prepared the domain teams for the bank's new grid layout. The focus of the domain teams is to provide support and manage the bank's MainFrame and Midrange applications and the associated migration to and collaboration with the Azure Cloud. Furthermore, I have full responsibility for the training, education and certification of all AS employees.

Product Development Manager - Iddink Group (Sanoma Learning)

April 2018 – July 2021   Amersfoort, Netherlands / Hyderabad, India

Iddink Group is the market leader in educational services in the Netherlands. With the brands Iddink, Eduarte and Magister, Iddink Group offers more than 2 million users digital learning environments, apps and advanced teaching and learning (resources) solutions every day.

- Part of the management team, budget (P&L) and HR responsible for the scrum teams
- Restructuring of four multidisciplinary scrum development teams, consisting of 27 Dutch and 19 Indian (remote) members, working closely together in mixed teams
- Setting up a completely new scrum development team, consisting of 2 Dutch and 6 Indian (remote) members, working closely together in mixed teams
- Collaborate with architects, Product Owners and tech leads, facilitating collaboration and communication within and between teams
- Active participation in the development of strategic plans on the technical and business side
- Checking and approving budgets, contracts and agreements
- Growing team members through the right guidance, coaching, objectives and assessments

Eduarte

Within Eduarte we are dealing with a very extensive backlog with several thousand PBIs and bugs. The biggest challenge here was to prioritize the massive backlog. Together with the Product Owners I organized 'pressure cooker' sessions with the aim of drastically reducing the backlog. We then divided the remaining items into four quadrants (laws and regulations, bugs, optimization and new functionalities). The teams were separated in Operations and Development; we have reclassified these as four fully-fledged DevOps teams and introduced domain responsibility.

DUOstubs

Developed a completely new cloud-based stub platform that made it possible for the scrum teams to test the message exchange with the Dienst Uitvoering Onderwijs (DUO) independently of DUO. By developing the DUOstubs, the various development teams are able to release biweekly and hotfixes and/or patches are implemented more securely and faster. The platform is able to independently return the same data to development teams without interfering with each other's testing.

IddinkHub

Developed a completely new cloud-based API platform where we have used Azure API management, Kubernetes, OAuth, etc. The IddinkHub makes it possible to offer a fully self-service partner program. Partners can register an API key themselves and request consent to APIs. Furthermore, IddinkGroup is now able to manage the APIs and gain insight into the data and the use of these APIs. The platform is set up to support commercial APIs and to bill third parties for the use of the APIs as a service.

Digital Media Consumption Tracker / JIT

Completely new 'Track' and 'Just In Time' (JIT) cloud-based procurement platform developed for purchasing learning materials licenses. When a user uses a learning resource for the first time, an authentication request is made to determine the role and rights of the user, after which the license is registered in the name of the student with Edu-iX, DUO, the various learning platforms and publishers. Using both horizontal and vertical scaling, DMCT is able to facilitate the tens of millions of requests from 600.000 unique students, which are realized during peak times during the day, at minimal cost.

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Lead Product Owner - PinkRoccade Healthcare (TSS)

April 2017 – March 2018   Amersfoort, Netherlands

Bedrijfsondersteuning Zorg (Business Support Healthcare) is a business unit of PinkRoccade Healthcare. The business unit consists of four independent on-premise products (Bomas, DRP, VILA and ProCare) which are developed in Cobol and partly REACT that can be used as a suite. The products form the basis for the secondary, labor support and legislation and regulations process within a healthcare organization.

- Part of the management team and the link between the customer, the business and development
- Responsible for the development and substantive management of the Product Owners
- Budget responsible (P&L)
- Determining long-term product goals and strategies
- Analyzing and improving the propositions
- Eliminating legacy and developing web-based user layers based on newly developed API architecture
- Maintaining the relationship with existing customers
- Develop new POCs and product developments in co-creation and establish them contractually

- Analyzing and interpreting the wishes and preferences of users
- Manage, specify and prioritize the product backlog
- Providing both internal and external sprint demos
- Representing the company externally during meetings, conferences and seminars

Keeping four products on the air with one scrum team, complying with current legislation and regulations, developing new functionality and with 1.600 bugs on the backlog, it was an interesting challenge. For the development of new functionality I applied the 'Design First' principle. With UX designs and functionalities written out at bullet-point level, I presented the concepts to customers and gave them the opportunity to sign up in advance with a large discount for the long term. Agreements were laid down contractually. By doing this structurally with all initiatives, we were assured of income in advance and we were able to expand the scrum team in a well-founded way. This resulted in us being able to comply with the tenders, the SLA standard, eliminating the legacy and giving us the opportunity to develop new functionalities.

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Product Owner – The Learning Network / Van Dijk Educatie
May 2015 – Maach 2017   Kampen (Zwolle), Netherlands

With an e-commerce turnover of 300 million euros per year, three of its own and hundreds of white label web shops, the company is one of the largest e-commerce players in the Netherlands (number 21 in the Twinkle100 of 2015 and number 7 in the Twinkle100 of 2016).

- Link between the business, development and the customer
- Responsible for three scrum teams; e-commerce, digital distribution and the 'specials' propositions
- Establishing long-term product goals and strategies
- Analyzing and improving the propositions
- Checking and approving budgets, contracts and agreements
- Work according to and deal with predetermined targets
- Maintaining the relationship with existing customers
- Analyzing and interpreting the wishes and preferences of users
- Manage, specify and prioritize the product backlog
- Providing both internal and external sprint demos
- Representing the company externally during meetings, conferences and seminars

Completely new cloud-based Proof of Concept (PoC) developed. This made it possible to purchase, distribute and grant access to students and teachers through 'Single Sign-on' from one environment. A completely new architecture of the learning resource chain has been developed and with the very sensitive data (student information), the rules regarding the GDPR and security requirements were very important starting points. The various scrum teams worked closely together for the realization of this PoC. An important part of this function was on the one hand to capitalize on commercial interests (lock-in) and on the other hand to take into account the applicable legislation and regulations in the field of GDPR. In order to make this PoC possible, a lot of coordination was required with chain parties, including Kennisnet, publishers, Surf, saMBO-ICT and the various learning platforms.

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Product Owner - MyStudyBook
May 2013 – April 2015   Woudenberg (Utrecht), Netherlands

MyStudyBook.nl is an e-commerce / textbook comparison platform that helps college and university students find and buy textbooks. With bol.com and DM Webshops as shareholders, we managed to achieve a large market share with this platform in a very short time and with a minimal investment.

- Part of the management team and responsible for product development and general operations
- Concluding commercial contracts and cooperation such as Bol.com
- Budget responsible (P&L)
- Presenting and accounting for vision to stakeholders
- Active participation in the development of strategic plans on the technical and business side
- Determining long-term product goals and strategies
- Analyzing and interpreting the wishes and preferences of users
- Manage, specify and prioritize the product backlog
- Partner program set up which resulted in large market share
- Search engine optimization (SEO and SEA)

I had been instructed by the shareholders to help as many students as possible to save money when buying textbooks with as little investment as possible. The platform has been realized in collaboration with an external development team by linking all kinds of APIs. The platform spoke 'the language of the customer'; for example, the savings were expressed in beers, taking into

account the average local beer price of the student. In addition, the MyStudyBook partner program has been initiated to help the platform grow as quickly as possible. This made the students not only customers, but also suppliers and marketing channels.

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Accountmanager Digital – 538Groep (Talpa radio)
January 2013 – August 2013   Hilversum, Netherlands

The 538Groep consists of Radio 538 and SLAM!FM. The company also operates the music channels TV 538 and SLAM!TV.

- Generating a higher turnover through relationship management, acquiring new customers and advising on advertising via radio.
- Analyzing the market, making an inventory of prospects
- As a consultant, convince prospects of using radio as a part of their communication plan
- Maintaining the relationship with existing customers
- Work according to and deal with predetermined targets
- Negotiate commercial aspects and close deals
- Analyzing and interpreting the wishes and preferences of the customers
- Acting as a point of contact between the customer and the company
- Representing the company externally during meetings, conferences and seminars

Within the 538Groep it was my task to introduce radio to the e-commerce companies ('.nl-advertisers'). In agreement with the commercial director, I have organized marketing seminars on behalf of the 538Group. We decided to organize four marketing seminars on the theme of 'power of sound', accessible only to the 'absolute top' of the e-commerce world. With over forty thousand e-commerce companies, I had come up with a plan to qualify the leads. Together with three other account managers, we filtered out all parties that did not have a quality mark. We then divided the 4,000 remaining players into four geographic areas. To qualify the leads I came up with 'BACTU'; Business, Advertising, Competitors, Twelve month goals and Unique selling point. Based on these criteria, we selected the companies and invited them to the marketing seminar. Following the marketing seminar, I had come up with an offer of 1 year daily on the radio at a 90 percent discount compared to the rate card. A brand awareness survey was conducted before and after. This was a very
great success and this resulted in 126 new advertisers.

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Product Owner – Kinetic Worldwide (GroupM)
February 2011 – December 2012   Amsterdam, Netherlands

Kinetic is a global market leader and a leader in connecting and activating target groups on the move. With offices in 34 countries, Kinetic has the scale, partners and location expertise to deliver the most efficient and effective media solutions in the physical realm. Kinetic uses geo-information, technology and creativity to gain insight into the entire consumer journey.

- Link between the business, development and the customer
- Concluding commercial cooperation with outdoor operators (JCDecaux, CBS Outdoor, Hillenaar etc) and establishing this contractually
- Determining long-term product goals and strategies
- Analyze and improve the asset management proposition
- Checking and approving budgets, contracts and agreements
- Work according to and deal with predetermined targets
- Maintaining the relationship with internal and external stakeholders
- Analyzing and interpreting the wishes and preferences of users
- Manage, specify and prioritize the product backlog
- Providing both internal and external sprint demos
- Representing the company externally during meetings, conferences and seminars

I developed a completely new media asset tool for Kinetic Worldwide. In the tool we collected all national media options of the physical domain (bus shelters, bus shelters, billboards, etc). The media locations of all providers in the physical domain have been mapped by linking various APIs and making smart use of the Google Maps API in combination with geo-information. The media asset tool enables the commercial team to more efficiently deliver specific proposals to advertisers, and it also enables marketers to find out what the 'traffic' per target group and the average costs per advertising area are, among other things. After a successful launch, this asset tool has been rolled out from the Amsterdam office to all offices worldwide.

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Product Owner – Maffia World

Mafia World is a text-based massively multiplayer online role-playing game that makes use of in-game micropayments. In 2005, the website was one of the 25 most visited websites in the Netherlands and was played daily by tens of thousands of gamers in the Netherlands.

- Developing the game from A to Z and growing it into a company
- Concluding commercial contracts with Procter and Gamble, hosting provider and Mollie
- Defining business goals and strategies
- Analyzing and improving business operations
- Checking and approving budgets, contracts and agreements
- Developing and maintaining the (basic) software
- Managing an external Development Team (partner)
- Analyzing and interpreting the wishes and preferences of users
- Identifying technical and content bottlenecks

When I was 13 years old, I played a game, which stopped. I asked the owner if I could take over this game because my whole school played this. He indicated that this was not possible, so I decided to build a game myself. I had never programmed a line of code or installed a server before, however, out of intrinsic interest and motivation I taught myself this. By asking questions on forums, by reading and above all by making many mistakes, I have learned a lot, which resulted in a more than successful 'side job'. Closing commercial deals was already part of it at that time and I have mastered it myself. A deal with a hosting organization ensured that as long as Mafia World existed, I had to pay € 4 per month. I brought in Procter and Gamble (P&G) as a sponsor, they provided the prizes for the winners. In the game, players had the option to purchase premium accounts and extras. I had made this by using a 0900 number that gave players a four-digit pin code that they could very easily redeem in the game. This made me one of the first customers of Adriaan Mol, better known today as Mollie.

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Courses

Maart 2022	Certified SAFe® 5 Product Owner/ Product Manager – *Scaled Agile Inc*
Maart 2021	Codeless Q Automation
Oktober 2019 - februari 2020	Management – Individuen, teams & prestaties aansturen – *Krauthammer*
November 2016	Advanced Product Owner - *Xebia Nederland*
Oktober 2016	Product Owner Foundation - *Xebia Nederland*
December 2015	Agile/Scrum Foundation - *Studytube*
April - mei 2013	NRS Media Sales Training - *NRS Media*

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Studies

Februari 2020 - februari 2015	Commerciële Economie (hbo) - *HES / Hogeschool van Amsterdam*
	Minor Entrepreneurship - *HES / Hogeschool van Amsterdam*
September 2016 - januari 2010	Media Management (mbo) - Mediacollege Amsterdam

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