**Bob Letens**

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I am a hard-working freelance professional who performs and delegates all his multiple duties in a respectful and organized manner. I act as a coach, mentor and supervisor who has a long track record of executing my principle responsibilities. Apart from the ability to effectively lead a team, I can also motivate staff to do better, make sound decisions and work with managers and staff at all levels of responsibility. As a superb communicator, I am able to think, communicate and present information effectively to people from all backgrounds.

I am also a strong conceptual open-minded thinker who has a keen interest in all things related to digital experiences. I have the ability and experience needed to design and execute complex digital projects for a diverse variety of users. I am committed having an impact on the future of any company that I work for, and possesses the enthusiasm and commitment to learn and develop within a fast paced and growing business.

**AREA OF EXPERTISE**

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| **PROJECT/ ACCOUNT MANAGEMENT SKILLS**   * Excellent understanding of commercial processes. * Able to learn quickly in a fast-paced environment. * Working knowledge of project management methodologies. * Knowledge of the entire digital production processes. * Experience on nationally and international projects. * Highlighting project at the appropriate stage of the project. * Managing a development team to project completion. * Meeting clients and stakeholders face to face. * Scoping and planning entire projects. * Managing multiple concurrent projects simultaneously. * Keeping teams focused, positive and on task. * Ensuring that projects are delivered on time, to budget. * Managing third party suppliers. * Manage stakeholder expectations and stay on track. * Keeping clients and stakeholders happy. * Thriving under high-pressure deadlines. * Experience with large corporate clients. | **WEB DESIGN SKILLS**   * Turning broad, conceptual ideas into highly creative visual websites. * Comprehensive knowledge of web-based programming languages like PHP, MySQL, HTML5 and CSS. * Keeping up to date with current and emerging web technologies. * Integrating new technologies into existing web properties. * Experience of Object-oriented Software Development Methodologies. * Wireframing and prototyping MVP’s in a lean way |
| **TEAM LEAD DUTIES**  Ensure the smooth running of the communication teams’ workflow, build excellent relationships with all stakeholders to deliver design solutions that exceed expectations within the expected timeframes.   * Allocating daily jobs and workloads. * Managing team performance and progress. * Constantly looking for ways to improve processes. * Implementing new initiatives and making sure all staff members understand them. * Taking action to correct and staff shortcomings. * Managing and monitoring staff attendance. * Giving prompt and accurate information on individual staff member performance. * Attending and participating in team meetings. * Acting as a resource for other staff members. * Enforcing all company approved policies and procedures. * Completing team-related paperwork. | **LATEST MARKETING DUTIES**  Responsible for participating in the full life cycle of new website development projects.   * Creating website promotional material, web banners, optimised landing and home pages. * Development of highly used custom web applications. * Establishing the core purpose of the website by identifying its users. * Building up and enhancing integration within existing systems. * Designing email-marketing campaigns for clients. |

**Bob Letens**

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| **Career History** | | |
| Solucious – Colruyt Group  Agentschap Informatie Vlaanderen (VO)  Ahold Delhaize | Product Owner E-commerce  Project Manager  Product Owner Mobile | 03/2019 -  2017 – 2019  2016 – 2017 |
| JBC | Team Lead Design team | 2015 – 2016 |
|  | Creative Web Developer / Designer | 2014 – 2015 |
| Alligence | Account / Project Manager | 2013 - 2014 |
| Crestron International | Creative / Marketing Manager | 2010 - 2013 |
|  | Project Management | 2008 - 2010 |
|  | Tradeshow Department | 2007 - 2013 |
|  | Graphical Designer / IT | 2000 - 2008 |
| iMotion - Orange | Art Director | 1999 - 2000 |
| Real Software | Consultant | 1998 - 1999 |
| **Education** | | |
| Thomas More - Mechelen | Interior and Furniture Design | 1995 – 1998 |
| Siha 1 – Antwerp | Informatics | 1991 – 1995 |
| **Additional training** | | |
| VOKA - Mechelen | Growth through Marketing | 2010 |
| Crestron - Rijmenam | Intermediate training level | 2008 |
| Cevora - Brussels | QuarkXPress level 1 & 2 | 2005 |
| **Creative and Technical Skills** | | |
| Development | PHP, MySQL, HTML5, CSS, javascript, … | |
| Graphical  Automation / Analytics | Adobe Creative Suite,Sketchup,…  Adobe Marketing Cloud, Selligent, Google Analytics | |
| Others | Jira, Confluence, Microsoft Office, … | |

**Personality**

Always positive, regardless of the challenge ahead.

Open to work with emerging alternative technologies.

Able to quickly understand complex technical, sales, marketing or software problems.

Developing professional relationships with all stakeholders.

Excellent communication and interaction skills.

Can work in fast-paced environment while maintaining attention to detail.

Willingness to take ownership of projects and see them through to completion.

Communicating ideas clearly to both technical and non-technical audiences.

Willing to go the ‘extra mile’ to get things done.

**Languages**

Dutch, English and French

**Interests and hobbies**

Running, furniture and graphical design, gadgets, web design, architecture, cooking and skiing.

**Extra Information**

Born on 4th of October 1973 in Kapellen, married, 3 children.

**References**

**Helga Webers** Solucious – Head of marketing

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**Charlotte Van Ballart** Solucious – Digital marketeer

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**Inge Lynen** Informatie Vlaanderen - Afdelingshoofd Informatiekanalen

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**Dirk Stevens** Informatie Vlaanderen – Teamlead Development

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**Geert Ghielens** Ahold Delhaize – A.I. Manager eCommerce & Digital

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**Bjorn Van de Velde** Ahold Delhaize – Project manager mobile

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**Detailed Career History**

**Solucious – Colruyt group**

Product Owner E-commerce

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| As product owner I need to identify the needs for the internal and external users of the e-commerce platform. Translating these needs into new functionalities which are approved by C-level management and manage the releases during the whole process within cross-functional teams. | |
| **Project:** Implementing new and improved functionalities to the  e-commerce platform, the sole sales channel. Improve customer services, satisfaction and sales in combination of improving the internal efficiency. | **Responsibilities within project:**  - Incorporate feature requests into roadmap  - Prioritisation of backlog  - Project scope and timing  - Follow progress of work and address production issues  **Methodology**:  Agile, Scrum based development with sprints, retrospectives, …  **Technology:**  Custom CMS, API Driven, AS-400  **Reporting**:  Management up to C-level |

**Vlaamse Overheid – Agentschap Informatie Vlaanderen**

Project Manager

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| As project manager I'm the glue that keep the project — and team — together. My responsibilities cover planning, organizing, managing and executing web projects from beginning to end. With the growth of the team a new workflow has been integrated and must be supported for better reporting to senior management. | |
| **Project:** Building a platform for all Flemish Governmental websites where each organisation is owner of his/her content and this content can easily be distributed through different topics or themes so the focus will be on content instead of infrastructure. | **Responsibilities within project:**  - Coaching a diverse internal team of 35 persons  - Project scope and timing  - Workflow optimisation  - Recruiting new team members  **Methodology**:  Agile, Scrum based development with sprints, retrospectives, …  **Technology:**  Drupal 8, Headless frontend in NodeJS and Vue.JS, API Driven  **Reporting**:  Management up to C-level and stakeholders |

**Ahold Delhaize**

Product Owner Mobile

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| Lead grooming activities within the team, specifically defining and writing user stories, obtaining acceptance and alignment from stakeholders for the recommended enhancements, documenting requirements along with prioritization, and working with technology team to deliver the enhancement that generates business value. Contribute to continuous improvement of product ownership and other agile processes. | |
| **Project:** Maintaining and improving the mobile applications to increase the e-commerce sales and transforming the customers into ambassadors. | **Responsibilities within project:**  - Project scope prioritising and timing  - Product Owner role in Scrum environment  - Workflow coordination offshore teams (UK, Greece, Ukraine)  **Methodology:**  Agile, Scrum development (stand-ups, sprints, retrospectives, …)  **Technology:**  Native app development, Hybris API integration, API driven  recommendations, marketing automation (Adobe Marketing Cloud)  **Reporting:**  Management and stakeholders |

**JBC**

Design Team Lead / Digital Consultant

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| Ensure the smooth running of the graphical communication teams’ workflow, build excellent relationships with all stakeholders to deliver design solutions that exceed expectations within the expected timeframes.  As digital consultant develop and design new user-facing features. Build reusable code and libraries for future use. Ensure the technical feasibility of UI/UX designs | |
| **Project:** Improving the communication workflow within the design team and deliver design solutions that exceed expectations within expected timeframes for the communication and e-commerce departments. | **Responsibilities within project:**  - Coaching internal team (Designers & Frontend developers)  - Workload prioritising and timing  - Workflow optimisation  - E-commerce support (assistance in integration of new system)  **Methodology:**  Waterfall / Agile  **Technology:**  HTML5, CSS, PHP, Newsletter automation/profiling (Selligent),  custom e-commerce system, Google Analytics  **Reporting:**  Management up to C-level and stakeholders |

**Alligence**

Project and Account Manager / Business Development

Operate as the lead point of contact for customer base

Build and maintain strong, long-lasting customer relationships

Develop a trusted advisor relationship with key customer stakeholders

Ensure the successful delivery of Alligence solutions according to customer needs and objectives

Communicate clearly the progress of initiatives to internal and external stakeholders

Identify and grow opportunities within customer base to ensure growth attainment

Assist with high severity requests or issue escalations as needed

**Picsawall**

Founder

A new approach to picture sharing

picsAwall.com is a brand new picture-driven event marketing service. It brings a new and fresh angle to event photography as it turns your guest into embedded storytelling event photographers and taps into what they experienced as being the most funny, tender, unique, outstanding or exhilarating moments they experienced during your event(s).

**mobiYotta**

Co Founder and CMO

A direct mobile marketing application and platform, that provides the services for profiling and segmentation of consumers, execute targeted and geo-location based coupons, QR-codes and SMS marketing campaigns and behavioural analytics and intelligence reporting for merchants.

**Crestron International**

Creative Manager

Supervise all marketing activities throughout the EMEA region and combine all available and new assets focusing on increased sales support.

Graphical designer

Creation and responsible for all graphical work.

Development of specific web interfaces.

Touchpanel GUI design

Project Management

Project management of complete renovation of HQ within a tight deadline and multiple contractors and technologies.

Web project management of Drupal website and several minor websites based on PHP and Wordpress

Tradeshow Department

Design and implementation of tradeshows for showing more than 200 products.

Coordination of all subcontractors, local and international teams during EMEA tradeshows.

Events Coordination of dealer events with up to 1400 invitees.