

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

PROJECT/ ACCOUNT MANAGEMENT SKILLS

- Managing multiple concurrent projects simultaneously.
- Excellent understanding of commercial processes.
- Working knowledge of project management methodologies.
- Experience on nationally and international projects.
- Managing a development team to project completion.
- Meeting clients and stakeholders face to face.
- Keeping teams focused, positive and on task.
- Ensuring that projects are delivered on time, to budget.
- Manage stakeholder expectations and stay on track.
- Thriving under high-pressure deadlines.

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.

- Managing team performance and progress.
- Constantly looking for ways to improve processes.
- Implementing new initiatives and making sure all staff members understand them.
- Giving prompt and accurate information on individual staff member performance.
- Acting as a resource for other staff members.
- Enforcing all company approved policies and procedures.

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.
- Integrating new technologies into existing web properties.
- Wireframing and prototyping MVP's in a lean way.

PERSONALITY

- Always positive, regardless of the challenge ahead.
- Able to quickly understand complex technical, sales, marketing problems.
- Can work in fast-paced environment while maintaining attention to detail.
- Willingness to take ownership of projects and see them through to completion.
- Digital native always looking into alternative technologies.
- Communicating ideas clearly to both technical and non-technical audiences.
- Willing to go the 'extra mile' to get things done.

REFERENCES



CAREER HISTORY

Solucious – Colruyt Group	Product Owner E-commerce	03/2019 -
Agentschap Informatie Vlaanderen (VO)	Project Manager	2017 – 2019
Ahold Delhaize	Product Owner Mobile	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
	Tradeshaw 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, ...
Automation / Analytics	Adobe Marketing Cloud, Selligent, Google Analytics
Others	Jira, Confluence, Microsoft Office, ...

REFERENCES - CONTACT DETAILS

Helga Webers	Solucious – Head of marketing	+32 474 99 42 50
Tanja Esselens	Solucious – e-commerce manager	+32 478 98 35 34
Inge Lynen	Informatie Vlaanderen - Afdelingshoofd	+32 475 49 97 13
Dirk Stevens	Informatie Vlaanderen – Teamlead Development	+32 476 56 98 49
Geert Ghielens	Ahold Delhaize – A.I. Manager eCommerce & Digital	+32 475 65 10 29
Bjorn Van de Velde	Ahold Delhaize – Project manager mobile	+32 497 05 37 26

LANGUAGES

Dutch, English and French

INTERESTS AND HOBBIES

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

DETAILED CAREER HISTORY

Solucious – Colruyt group

Product Owner E-commerce

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

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

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

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

Tradeshaw Department

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

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

Events Coordination of dealer events with up to 1400 invitees.