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About Me

I strive to create transparency with both people and technology, as I believe that transparency is how you unlock the true potential of every organisation.

In my work l enjoy building and testing new disruptive concepts and in general the sense of creating change.

I have a great interest in technology and analytics, but most of all for co-creating the environment that lets everyone belong and excel.

Experience

2016 – Current Trondekk (www.desmonddekker.nl)
Self-employment (part-time): Hosting multiple facilitation and self-organization programs at various companies (Rackspace, Business Leaders, etc.)

2016 – Current BitDust (www.bitdust.io)
Product Owner for non-profit distributed storage network bitdust.io (part-time)

We are building a platform for one of the most important social goods of the 21st century: Data Privacy
- Responsible for agile workflow, vision, finance, legal and grant application procedures.
- Researching technology for future features (Blockchain, Automatic data rebuilding).

2014 – 2019 Royal KPN Simplification & Innovation Digital
Innovation Manager

Led implementation of Holacracy/Sociocracy (FOLT) as the new organization structure for the 250-person Technium group. Our goal was to accelerate innovation within and across teams:
- Built a lasting framework in order to solve role tensions, thereby creating a transparent organization and enabling rapid innovations.
- Created departmental wide implementation plan for FOLT and organized different sessions and boot camps to get people started with FOLT.
- Coached and facilitated people/teams in order to increase the adoption of FOLT.

Increased online optimization capabilities by professionalizing and unifying online optimization stack (SaaS solutions) within KPN Group:
- Led taskforce in selecting, negotiating and implementing online optimization stack for A/B testing, Personalization, User replay, Form analysis, Heat mapping, Voice of Customer.
- Realized **30%** reduction of annual cost by phasing out 9 existing online tools.
- Increased online testing with **500%** by empowering online testing culture (knowledge and experimentation sessions, training, coaching).

Structured shift-online team of 15 people in order to create better and higher quality service flows:
- Reduced service calls by **12%** by making service capabilities normally accessible for engineers/call center agents available to customers (order 4K TV, Netflix iTV, Optimizing WiFI, etc.). Reduced a single service flow production time from 6 weeks to 2 weeks.

Led a team of 9 people for setting up proof of concept for near real time data streaming on kpn.com:
- Created segmented customer experiences online based on multi-channel data.
- Reduced churn by **10%** by enabling segmented delight and service campaigns.
- Recruited new team members.

Experience

2013 – 2014 Spil Games
Business Architect

Created personalized experience to grow customer loyalty with a team of 6 people:
- Increased gameplays by **15%** and Time on Site by **6%** by implementing and optimizing personalization across all domains of Spil Games (personal game recommendations, personal new list, responsive design).

2012 – 2013 Spil Games
Channel Manager Europe

Increased unique visitors and gameplays:
- Responsible for gaming portals in France, Italy, Poland and Germany (jeu.fr, jeux.fr, gry.pl, gioco.it, giochi.it, spielen.com, jetztspielen.de). **50+ million unique visitors per month**.
- Increased gameplays by **19%** by introducing segmented game categories.
- Managed team of content marketeers and worked with developers to achieve biannual growth targets.

2009 – 2012 Spil Games
Product Owner End-User Monetization

Build end-user monetization as a sustainable revenue stream:
- Development of Spil Games End-user Monetization within the Business Development department (6 people) from **0% to 50% share** of Spil Games yearly gross revenue.
- Maintained healthy relationships with partners of social games (King, Digital Chocolate, Kabam).

2007 – 2009 Royal KPN Marketing Consumer Mobile
Marketeer Customer Retention

Increased retention of mobile customer base :
- Reduced yearly churn by **33**% of total customer base in 2008 of high value customers by helping in the development of a specially tailored high value customer program.
- Selected as one of 15 participants nationwide for a 30-month Royal KPN young professional development program for high-achieving talent based on leadership potential and ability.

Education

2005 – 2007 Master of Science Business Administration at Rijksuniversiteit Groningen

2002 – 2006 Bachelor of Science Business Administration at Rijksuniversiteit Groningen

1996 – 2002 Atheneum at St. Maartens College, Haren, The Netherlands