

Curriculum Vitae

S.C.M. de Bekker MSc MBA

October 2015

Personal

Full name: Stijn de Bekker
Place of Living: Kraków, Poland

Education

Webster University, Master of Business Administration Jan 2010 - May 2012
Fast track course, GPA 3.94 (St. Louis, MO, United States; Leiden, The Netherlands)

University of Twente, Master in Computer Science Aug 1996 - Nov 2001
Specialized in multi-media database retrieval (Enschede, The Netherlands)

Mencia de Mendoza, VWO Atheneum Aug 1991 - Jun 1996
Pre-university education (Breda, The Netherlands)

Work Experience

IT Manager at HEINEKEN Global Shared Service Centre (Krakow, Poland) Mar 2015 – now

HEINEKEN Global Shared Services centre (HGSS) in Kraków (Poland) delivers financial services to its internal customers. Services cover Order-to-Cash, Purchase-to-Pay and Record-to-Report for more than 25 operating companies in the group. The HGSS IT Manager is part of the global IT (GIS) organization. Main objective is to implement the IT strategy, policies and objectives in HGSS, in order to ensure the realisation of the IT objectives that support the business strategy.

Key achievements:

- Part of HGSS leadership team (MT) to drive company strategy
- Day-to-day management of the local IT team of 25 FTE, of which 5 direct reports.
- Successfully implemented new outsourced service desk for all employees (1000+) as pioneer in company, realizing team efficiencies

Sr. Project Manager at Heineken International (Amsterdam, The Netherlands) Mar 2014 – Mar 2015

HEINEKEN's global platform for information management and collaboration is provided by the global ICT department GIS. The platform, based on Microsoft SharePoint technology, hosts several business critical applications next to many team and project collaboration environments. In the role end-responsible for this global platform, connecting business demand to drive functional improvements and projects.

Key achievements:

- Established vision and platform roadmap including delivery programme for future cloud-based service model, presented to and supported by GIS MT
- Managed global rollout of OneDrive for Business and SharePoint Online (both part of Microsoft Office365 cloud services) following approved strategy and budget
- Initiated realisation of new on-premises farm to upgrade and migrate existing farms
- Setup demand and stakeholder management processes towards global functions and local markets via community of practice
- Revised internal SharePoint service offering, enabled functionalities and cost model to better address business needs
- Initiated periodic global communication towards key-users (site owners)
- Project responsibility of project portfolio (~€1M) to deliver business solutions on the global SharePoint platform with local and offshore development partners

Cluster Lead Digital Consultants at Heineken International (Amsterdam, The Netherlands) Jan 2011 – Mar 2014

HEINEKEN's centre of excellence on digital media is Webcentre (part of Global Information Services). Team manages suppliers to deliver the digital project portfolio for its global functions. This includes the realization of global/local platforms (e.g. heineken.com), social brand activation (Facebook, Twitter, Instagram), corporate communication (theHEINEKENcompany.com), international campaigns & sponsorships, eCommerce platforms and support of local marketing activation.

Key achievements:

- Managed a high-performing team of subject-matter experts (7 FTE)
- Design responsibility of >€15M project portfolio of seven global brands, corporate communication. Includes technical architecture, network infrastructure, performance & security, analytics & insights, design of interaction and end-user experience
- Lead digital design and user-experience of global eCommerce platform ('the SUB'), defining a new route to market (B2C). Platform integrates with SAP and supply chain processes and (local) service providers for payment processing, logistics
- Delivered three-year digital strategy for HEINEKEN, initiated tactical initiatives (policies, technical enablers, business processes) with cross functional stakeholders
- Aligned roadmap and activities with key partners (Microsoft, Google, Sitecore) and internal stakeholders (e.g. brand directors, finance, IT)
- Design responsibility for highly-visible and high-performing campaigns with major business value, e.g. campaigns like Heineken James Bond and Heineken UEFA Champions League, Desperados or Sol global launch, HEINEKEN corporate website
- Redesigned security audited network infrastructure using cloud technology, lead global RFP for new global CDN supplier to improve digital (website) performance
- Initiated and lead international project to improve digital capabilities at local operating companies of HEINEKEN
- Delivered new global company policy on digital marketing communication, catering for legal and CSR requirements on alcohol products (e.g. drinking age)

Team Lead Project Management at Eyeworks (Amsterdam, The Netherlands)

Sep 2006 – Dec 2010

Managed the team project managers (6 FTE) and member of MT Operations for cross-functional alignment. As Program Manager, responsible for a number of online programs (up to €2M) for key-accounts Philips International, Reed Business, Sara Lee and Unilever. Delivered global online B2C & B2B marketing platform ('a Simple Switch') for Philips International in US, China and The Netherlands.

Sr ICT Consultant at CIBER Nederland (Eindhoven, The Netherlands)

Mar 2004 – Sep 2006

Consultancy projects for organizations such as Interbank, GTI Suez and the Authority on Financial Markets. Assignment at Radio Netherlands Worldwide (RNW), an international media company.

Software Architect and Developer at Quinity

Sep 2003 - Mar 2004

Development of software for medium sizes companies using Java technology. Active role in design and development teams.

Software Developer at Tasper

Nov 2001 - Aug 2003

Various software applications using .NET and Java software, to improve business communication processes, such as holiday registration, collective labour agreements and pension schemes.

Owner of Openeye

Oct 1999 - Nov 2002

Set up my own company, an internet consultancy and project bureau that developed, implemented and hosted websites. The company was sold in 2002.

Recent Courses, Skills & Certifications

Personal Effectiveness Program (PEP Consultancy)	May 2015
Leadership Talents (Management Development) program 2014 (HEINEKEN)	Jan - Dec 2014
HEINEKEN GIS Experience (PWC Consultancy)	Jun 2013
Digital Marketing Masterclass (HEINEKEN Global Commerce University)	Apr 2013
Management Development (MD) program 2013 (HEINEKEN)	Jan - Dec 2013
Managing Professionals (de Baak)	Sep 2012
International Management of Development Excellence Course (HEINEKEN)	Mar 2012

Certified in: Sitecore CMS (fundamentals), Prince2 Project Management (foundation), Mediasurface CMS (fundamentals), Microsoft Certified Professional (50-152)

Languages

Dutch: native	French: good	Portuguese: beginner
English: fluent (TOEFL 647)	German: good	Polish: beginner