

Dick de Leeuw (30)

Product Manager / IT-lead



I'm a full stack developer grown into a product guy who loves to lead cross-disciplinary teams and empower people. I'm passionate about disruptive digital innovation, always seeing IT as means to an end and taking the customer perspective into account. I thrive when breaking down a challenge, both strategically and pragmatically, and when connecting disciplines to build, grow and scale the product.

- Committed to build great and seamless experiences, while reducing complexity.
- I'm keen to translate a product vision into a product strategy, roadmap and backlog.
- I'd like to continue learning about financial forecasting, machine learning and IT at scale.

EXPERIENCE · 9 YEARS PROFESSIONAL

Head of E-commerce

Alignment of all business units with IT, roadmap, strategy, agile full stack development, performance marketing, SEO and SEM. Adhering to the Lean principles.

Travelteq
2017–2018

Lead Developer

Managing a SCRUM web dev team of 8, next to full stack development. Also: ERP implementation, MT and C-level meetings, stakeholder management, product roadmap, employee coaching, evaluations, establishing processes and recruitment.

Ace & Tate
2015–2017

Allround Web Developer

Frontend (HTML5, CSS3, SCSS, Bower, Grunt) and backend (PHP, MySQL) operations. Bridged many APIs and third-parties. Company grew from +/- 20 to 100 employees. Also: data gathering matters, Magento scalability issues and device management.

Ace & Tate
2014–2015

Allround Web Developer

Frontend (HTML5, CSS3, LESS) and backend (PHP, MySQL) development for multiple international e-commerce websites, including Magento and JavaScript plugin development and third-party (e.g. PostNL) API implementations.

Wlan Shop
2009–2014

Web Developer & Marketeer

Requirements analysis, design, development (PHP, MySQL) and maintenance of an online consumer electronics store. Related responsibilities were search engine optimization, marketing and various graphic design activities.

Digital Services
2004–2009

Order administrator

Processing of orders from an online consumer electronics store and ordering products from suppliers. Related responsibilities were repair of defective hardware and accounting tasks.

123inkt.nl
2004

EDUCATION**Leading Teams in the Digital Age**

A course to "... help you and your team work better together, be more effective and reach your goals. Get the modern toolbelt for culture, collaboration and leadership in times of change and complexity."

Hyper Island
Q1 2017

Management Training

One day management training at the Boston Consulting Group (BCG) by John Luijs. Key topics were expectation setting, (up and downward) feedback, evaluations, self and team growth, coaching by self-discovery and the balance between delegation and control.

BCG
June 2016

Project Management Training

One day project management training at Ace & Tate by Patrick Schrooten. Key topics were PRINCE2 project management, change management, project and product scope and (changing) roles and responsibilities during a project.

Ace & Tate
May 2016

Information Sciences (master)

The multidisciplinary area spanning Information and Communication Technology and its practical application in society. Graduated as MSc with honors (i.e., cum laude) with a GPA of 8.4. Thesis was research into the effects of interface aesthetics on people's motivation.

VU Amsterdam
2013–2013

Information, Multimedia and Management (bachelor)

A combination of computer sciences, creative endeavors and business administration. Graduated as BSc with honors (i.e., cum laude) with a GPA of 8.5. Thesis was a group project at the Ministry of Security and Justice.

VU Amsterdam
2009–2013

Communication and Multimedia Design

A deep dive into all stages of design and its iterative development: interaction design, visual design and front-end development. Propaedeutic certificate only: the level was too easy and not challenging enough.

HvA
2007–2008

VWO

Physics, Chemistry and Biology.

A. Roland
Holst College
2001–2007

KEY SKILLS

Full-stack development



Business-IT alignment



User-experience & customer journey



Feature prioritization and roadmap planning



Team management, growth & recruitment



Agile development & SCRUM



E-commerce industry & paradigms



HTML5, CSS3 & SCSS



Responsive development



PHP & MySQL (OOP, DDD, MVC)



Machine learning/AI



Metrics definition and tracking



Communication/EQ



Customer interviews & user testing



READING LIST

Currently reading / just finished:

The Lean Startup by Eric Ries

Domain-Driven Design in PHP by Carlos Buenosvinos

This is Service Design Thinking by Marc Stickdorn

Astrophysics for People in a Hurry by Neil deGrasse Tyson

SOCIAL

I like dining out, wine, cooking, astronomy, science, music, strolling through the park, traveling and snowboarding.

My girlfriend Tara and I live together in the centre of Amsterdam. I met her at Ace & Tate.

CONTACT

leeuw.studio

[linkedin.com/in/dickdeleeuw](https://www.linkedin.com/in/dickdeleeuw)

medium.com/@leeuwd

dick@leeuw.studio

+31 (0)6 11 755 012

SOME SPACE FOR YOUR NOTES
