

# 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 and connecting disciplines to build, grow and scale the product, while reducing complexity.

- 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

### Chief Product Officer

Making sure we're building the right blockchain-based product and scale well. Aligning business, tech and user experience. Combined CPO/CTO role.

Bloqhouse  
2018–∞

### 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 in my time at Ace & Tate.

## CONTACT

**leeuw.studio**

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

[medium.com/@leeuwd](https://medium.com/@leeuwd)

[dick@leeuw.studio](mailto:dick@leeuw.studio)

+31 (0)6 11 755 012

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