Maarten van der Vlugt - Curriculum Vitae

Personal information

Name	Maarten van der Vlugt
Address	----------------------- ----- ----------------, Amsterdam the Netherlands
Date of birth	September 9, 1986
Nationality	Dutch
Gender	Male
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Summary

SaaS product- and software development leader with a broad and international experience ranging from hiring and managing agile software development teams and product- releases, backlog and roadmap management to providing enterprise sales support and compliance.

Looking for a new or existing software product engineering team to help achieve success.

Key competences

Teamplayer, natural leader, strong analytical problem-solver, solid technical (software engineering) background, business and customer orientated. Web- and Mobile product experience.

Coding (Javascript -- Node.js, React/NextJS)
UX Design (Sketch, Zeplin)
Product Management (Productboard)
Project Management (JIRA)
Agile Scrum (Scrum Master and Product Owner role)

Training & Certificates

Product management and product marketing for technology-based products
Product Focus (2020)
Scrum Master
Prowareness (2016)

Experience

Summer 2021 **Freelance**
(Fullstack development - Node.JS + React / Next.js)
Developing a productivity tool for an Amsterdam based start-up. From UX design to front-end and the back-end implementation. Set up a micro service with a REST API using Firebase functions. Front-end applications have been developed using React / Next.js

2013-2021 **Mindmarker B.V. / LLC**
Educational technology scale-up focussing on the aftercare of learning, specifically what is known as *training reinforcement*. Mindmarker has customers all over the world but primarily targets Fortune 500 enterprises in the United States.

- Key role with the company from the beginning to upscaling.
    - Highly involved with global enterprise rollouts at several Fortune 500 companies.
    - Users on the platform grew from a couple of hundred per year to approximately 75k.
- Broad responsibility for product- and engineering management.
    - Hired and managed the development team (up to 14 people).
    - Guided the team in transforming from a Waterfall to Agile SCRUM approach.
    - Spearheaded new product development initiatives both functionally and technically.
    - Developed and owned roadmap, product strategy and product vision.
    - Driven the repositioning of the product in the enterprise educational technology ecosystem.
- Product was named *Cool Vendor in Retail* 2016 by Gartner.
- Product satisfaction score based on a large customer/user survey October 2020 was 4.2 out of 5.

Roles:

2019 - 2021 *Product Manager (Product Owner)*
As the company's client base gradually grew together with the new CEO we redesigned my role from being the direct manager of the software development team to a product focussed role with more client facing responsibilities.

In this new role I still drive the product's roadmap and as such I still interact with the development team on a frequent basis. The emphasis of my daily job however shifted from operational management to developing a strategy and vision for the future of the product and company.

To get started I set out a new product strategy with main focus on achieving a higher customer/user satisfaction, to align with the company strategy of achieving growth through cross selling within the current client base. This

differentiated from the previous strategy that was focused on getting new clients onboard and as a result led to adding a lot of features to land deals.

In line with this new strategy, we started with a rebuild of the admin portal to address admin users' wishes, but also enabling better metric tracking because of a new modern technology stack. A similar rebuild plan is outlined for the client side apps (iOS, Android and Web). This shall on top of achieving higher customer satisfaction through better UX and optimized flows, set the foundation for faster development as well as better product usage insights.

Naturally as the companies' sole product evangelist I have played an active role in supporting sales, marketing and customer success processes.

Software development manager

2015 - 2019   After a strategic shift from primarily outsourcing development resources to Ukraine to also hiring an in-house software development team. I *naturally* grew into the role as manager, taking on a much wider array of responsibilities.

This meant that I was responsible for defining and managing the product roadmap as well as managing the team building that product. The development team at its peak consisted of a total of 14 individuals, co-located at the Dutch office in Amsterdam and full-time contractors working from Lviv, Ukraine.

Business analyst

2013 - 2015   I started working for Mindmarker in the role of Business Analyst, working primarily on the software requirements, as a consultant. Later I joined the company full-time in the summer of 2013 and worked closely with a small number of software developers from Lviv (Ukraine) on shaping the first version of the Mindmarker product.

2009 - 2013   Kempenhills B.V.
Software development company from Eindhoven focussed on .NET applications and mobile app development. Primarily worked here as Business Analyst and provided the Project Manager assistance where needed.

Education & skills

Languages   **Dutch** (native speaker)
English (fluent)

Education   **Bachelor information sciences** (2013)
University of Utrecht
Atheneum VWO (2005)
Lorentz Casimir Lyceum Eindhoven