

# Curriculum Vitae – Eric Nijman

Full Name : Eric L. Nijman  
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Email : elnijman@gmail.com  
Birth date : 24-10-1968 (47)  
Marital state : married, 2 daughters (11 and 8)  
Nationality : Dutch  
Available : one month notice



## Management summary

Eric Nijman is a director/manager with over 20 years of experience in innovation, strategy, e-commerce, new business development, marketing and ICT environments in both B2B and B2C markets.

He has a broad and deep knowledge of innovation, technology, new business models, e-business, ICT architecture and (online) marketing. Eric is a true entrepreneur, bridge-builder, motivator, coach and thrives as a creative link between customer, business and IT. (in that order)

Eric is often invited as a participant in strategic brainstorm sessions for business strategy and execution, new business models, value propositions and innovation processes.

## Tags

Consumer centric, Reliable, Strategic, Intelligent, Enthusiast, Visionary, Travel, Motivator, People-manager, Innovative, Inventive, Professional, Survivor, Engaged, Ambitious, Leader, Centipede, Scrum, thrives under stress, Driven, Courageous, Honest, Righteous, Tech-savvy, Result-driven, “outside the box” thinker, Direct, über-autodidact, Project/program manager, , Bridge-builder.

## Knowledge and skills

- P&L responsibility.
- E-business strategy & development.
- E-commerce management.
- Online marketing (Expert in SEO, SEM, Social Media, Performance Marketing, e-Mail Marketing, viral, mobile, etc.)
- Community management and community psychology.
- ICT-management and architecture.
- Innovation, co-creation and crowdsourcing.
- Scrum, product-owner.
- Project- and program management.
- Sales and new business development.
- Travel industry
- Finance industry
- Customer service, webcare & callcenters

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## Working experience

1/2017 - present day: managing partner competence center e-business & digital transformation: Qhuba consulting.

- Creation and management of an e-business and digital transformation practice for Qhuba.
- Defining the Qhuba e-business vision.
- Sr. e-business consultancy, strategy and value proposition development for medium sized and large companies.

4/2015 – 12/2016: CIO / CDO / e-commerce director at D-rtgroep (largest travel retailer in NL).

- P&L responsible for the business unit D-rt online, managing 6 teams with a total of 110 FTE:
  - e-commerce teams (3 teams)
  - ICT (2 teams)
  - Customer Contact Center (55 FTE)
- Budget: 15 mio Euro, Sales targets: 150 mio euro.
- Responsible for strategy, development and exploitation of the e-business channels for D-reizen and VakantieXperts. (websites, apps, e-mail, online marketing, etc.)
- Responsible for ICT of the complete group (including retail POS ICT for 450 shops, 2000 workstations)
- Responsible for the development and commercial performance of the customer contact center, implementation of webcare. (winner of travel webcare award 2016 and customer centric award 2016)
- Member of the board.
- Architect of the D-rtgroep omnichannel strategy, digitalisation and customer-centric approach. (D-reizen = winner CCDNA award 2016)

7/2011 – 4/2015: director e-commerce & innovation at UMG (An Aegon company).

- P&L responsible for the business unit e-commerce & innovation and e-business development department. (total 19 FTE )
- Responsible for the management and exploitation of 85+ websites. Developing cross media campaigns.
- Responsible for development and implementation of the complete e-business strategy and multi channel services for UMG and other labels.
- Jump starter and driving force behind innovation, business development and the transformation of the company from a sales and product driven business model to a consultancy/advice/knowledge proposition.

4/2010 - 4/2014: freelance e-business consultant.

- Consultancy in e-business strategy, e-commerce management, online project management, online marketing, e-Business en SEO consultancy for several companies like Sanoma, TNT etc.

5-2008 – 4-2010: e-Commerce director Kuoni Benelux

- Responsible for all online business for the different brands of Kuoni Benelux with a total turnover of 100 million euro. (B2B en B2C)
- Senior member of the Kuoni international e-commerce board, responsible for development and implementation of the global online strategy and platform selection of Kuoni.
- Manager of three departments 18 FTE.

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- P&L responsibility.

10/2007 - 5/2008: marketing- and e-commerce manager at Sanoma Travel.

- Responsible for marketing, strategy and ICT.

4/2006 – 10/2007: e-commerce manager at Thomas Cook.

- Responsible for creating e-commerce platform (2.5 mio euro project)
- Sitemanager of neckermann.nl, vrijuit.nl and thomascook.nl

4/2005 - 4/2006: Sales manager at Centric e-Technology.

8/2003 – 3/2005: COO at Allset ICT.

4/1996 – 8/2003: Owner/CEO and founder van Sprint Automatisering & Internet B.V.

- 24 FTE
- Hosting company with over 4000 customers
- Web development and SEO.
- CRM implementation and software distribution.
- Office ICT management.

6/1995 – 4/1996: MS Access database programmer at de Haan Marketing.

6/1991 – 6/1995: Branch Manager bij CSU SRT.

5/1990 – 6/1991: Teamleider, CSU SRT.

## Education

- 1981-1988: Atheneum A
- 1990: Deskundig toezichthouder Asbestverwijdering, several chemical specialistic courses for removal of toxic substances.
- 1993 Electronics reconditioning, AS400 architecture.
- 1995: Salvage coördinator.
- 1996: Ms Access and VBA programmer
- 2005: Sitecore Advanced User
- 2011: Sitecore Certified DMS Marketeer

## Hobby's

- Children and family life
- Innovation and semi-geek
- reading
- Movies
- Swimming & rowing

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- Watches (collecting and repairing)
- Aquarium (discus)