

CURRICULUM VITAE Eric Nijman

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Birth date : 24-10-1968
Marital state : married, 2 daughters (16 and 13)
Nationality : Dutch
Available : immediate



Management summary

Eric Nijman is a “*digital swiss army knife*”.

He is a director/manager with over 25 years of experience in e-commerce, digital transformation, innovation, customer experience management, e-business strategy, business development, project/program management, 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.

He shines as an ICT management troubleshooter in conflict situations between multiple ICT partners or bad performing ICT projects.

Tags

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

Knowledge and skills

- E-commerce management.
- Customer Experience Management, customer journeys, etc.
- P&L responsibility.
- E-business strategy & development.
- 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

- Fashion industry
- Customer service, webcare & call centers management

Working experience

10/2020 - 5/2021: Digital consultant at Accell (interim)

- Bicycle manufacturer of batavus, Sparta, Koga, Loekie, Lapierre, Haibike and Raleigh.
- Project management on a site migration program
- Digital strategy for centralized after sales process with omni channel operation
- Interim manager for E-commerce team through a reorganization

Achievements:

- Implementation of collaboration platform and culture change.
- Deliver strategic roadmap e-commerce platforms and after sales platform (mijnfiets.nl)

10/2020 - Present: Business strategy consultant at Suitable (interim, part-time)

- Omnichannel menswear retail chain with 15 stores and several e-commerce websites.
- Business strategy and consulting.
- Professionalization and coaching of management and organization.

Achievements:

- Implementation of collaboration platform and culture change.
- Deliver ICT guidelines and strategy.
- Growth strategy delivered.
- IT architecture delivered.
- Brand strategy delivered.

6/2020 - 10/2020: Program manager CRM at Stedin (interim)

- Traditional utility net manager in the middle of a digital and energy transformation.
- Program management in a complex environment of change.
- Agile coaching.
- Customer Experience consultancy.

Achievements:

- Align ICT and Business Roadmap and planning.
- Redesign CRM programm.
- Recreate business case CRM.

6/2020 - 4/2021: Strategisch e-commerce consultant LFE (interim)

- Largest Dutch wholesaler of wines with 100 mio turnover
- Strategic e-commerce consultancy
- Program management
- IT consultancy
- Enterprise architecture

Achievements:

- Create e-commerce & B2C strategy
- Build e-commerce strategy and team
- Build e-commerce platform
- Create e-commerce P&L en online marketing budget

2/2019 - 6/2020: E-commerce director & consultant @ Zeeman

- Build international e-commerce operation
- Architect and program manager of a digital transformation program containing 14 projects.
- Dailey management of the e-commerce, online marketing and content teams.

Achievements:

- Designed pomnichannel and e-commerce strategy and roadmap
- Designed and created e-commerce P&L model, budgets and teams.
- Created 45% revenue growth in the first year
- Started of the cultural change to a more agile and customer centric operation.
- Optimized processes and implemented collaboration platform.
- Optimized website and online marketing performance.

2/2018 - 10/2018: E-commerce en ICT director A.I. @ kleertjes.com

- Member of the Management Team
- Medium sized pure player in children's fashion
- Building the e-commerce team
- Development of strategy and architecture for scale-up
- Pusher of cultural changes towards an open agile workplace
- Responsible for all sales and online marketing activities
- Responsible for all customer facing ICT platforms

Achievements:

- 10% growth in turnover in 6 months
- Started open collaboration by implementing new way of working and collaboration platform (Monday)
- Hosting platform migration and capacity upscaling of 200%
- Optimized performance of the website in performance project
- Started commercial innovation platform within the company
- Selection of strategic online marketing Partner

1/2017 - 2/2018: managing partner competence center e-business & digital transformation: Qhuba consulting.

- Creation and management of en 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 @ 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.)



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- Responsible for ICT of the complete group (including retail POS ICT for 500 shops, a total of 2200 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 -ecommerce & innovation and e-business development department. (total 19 FTE)
- Responsible for the management and exploitation of 85+ websites. Developing cross media campaigns.
- Responsible voor 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.
- 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.
- 1994: 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 technology
- reading
- Movies
- Swimming & biking
- Music / DJ
- Gaming
- Aquarium