Melvin Zaaijer

With 10+ years of experience in technology consulting, Melvin's expertise lies in project delivery and product development for digital transformations. Melvin excels in complex (international) environments, specializing in designing, developing, and rolling out complex IT projects. Leading diverse (supplier)teams, Melvin prioritizes adaptability and user centricity to meet business goals. He is also experienced in people management, driving product roadmap, financial management, staffing, and collaborating with sales to explore new opportunities.

Relevant work experience

Accenture Song – Consultancy
April 2015 - now
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Solution Lead & Project Manager @ dsm-firmenich
July 2023 - February 2024

Responsibilities
A merger of two brands requires a CMS strategy and execution to be migrated towards target architecture.
- Project management (contracting, finance, planning, resourcing, staffing).
- Determine content migration execution approach based on assessment framework, migration plan & roadmap.
- Steer project (and client) teams towards milestone signoffs.
- Facilitate workshops, connecting stakeholders towards same journey.

Results
- Strategy approach that combines best-practices and companies timelines to complete business validation
- Move all required websites and content into AEM target solution (cloud)
- Handover to all stakeholders and business users

Contact

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Certifications

PRINCE2 Foundations
AXELOS Global Best Practice (2024)

Accenture Song Delivery Lead
Accenture Internal (2023)

Certified SAFe Product Owner/ Product Manager (POPM)
Scaled Agile, inc. (2023)

Scrum Master & Product Owner
Skillsoft (2023)

UX Certificate with Management Speciality
Nielsen Norman Group (2018)

SAP Hybris Commerce Business Analyst 6.0
Sap (2017)

SAFe Agilist
Scaled Agile, inc.

Delivery Lead / Agile Coach @ Grandvision
February 2021 - April 2023

Responsibility
Accelerate online transformation realising a global commerce and content platform.
- Responsible for 7+ Million revenue and 20+ FTE at peak times including 20% upsell in people on client contract FY22.
- MACH Architecture.
- In charge of resourcing, staffing, capacity planning, project planning, finance, client(s) relationship management and contract delivery.
- Coach the department to operate with SAFe

Result
- 150M annual commerce sales (growing from 0,01% to 10%) online revenue.
- Increased omni-channel capabilities with appointment management, online prescription, and order history.
- Expand online product catalogue and campaigning capabilities.
- Platform and SAFe organisation adaption.
- Introduce new meeting structures, applying uniform way of working and implement Agile KPI's

Content Capability Lead @ Accenture Song Internal
January 2022 - Current

Responsibilities
Build a practice that is specialized in content platform realization.
- Lead a team of 7+ people to support and build content capabilities in platform implementation, content migration and change enablement.
- Contribute to a total of 10M sales pipeline and successfully capture 2M sales by driving workshops, solutioning, pricing, staffing, stakeholders, and procurement updates.
- Designing and executing individual career tracks around training, certifications, projects and (software) partnerships.

Result
- Increase team relevancy to reach 89% annual chargeability.
- Support company growth with sales capture.
- Contribute to colleague happiness through career perspective and skill growth.

Professional Skills

- Project Management (software delivery)
- Product Owner
- Product Development
- Business Development
- Account Management
- Team Development
- Change Management
- Product Design

- Digital Transformation (Cloud, SaaS, PaaS)
- Application Delivery and Rollout
- eCommerce
- Content Management Systems
- DTC, B2C, B2B, B2B2C, EPP
- Agile (Scrum)
- Scaled Agile (SAFe)
- PRINCE2

- Stakeholder Management
- Communication
- Problem-solving
- Customer-oriented
- Coach / Mentor
- Customer Journey Mapping
- Design Thinking

Tools / Stack

- Microsoft Office Suite (365), Jira, Miro, Figma, Mural, Slack
- CommerceTools, SAP Hybris
- Adobe Experience Manager, Bloomreach, Contentful
- Bynder, Algolia, Adyen, Cloudflare, Boomi, Azure,
- React.Js/Next.Js, Node.Js, Java, Microservices, API, Cloud, Headless, Composible

Industries

- Consumer goods & services
- Telecommunications
- Life and Material Science
- Retail (optical)
- Digital (commerce & content)
- IT (consulting)
- Public Organisations

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Product Owner / Scrum Master @ Grandvision
August 2018 - January 2021

Introducing a global MACH architecture including dynamic CMS to meet and exceed the customer expectations.

Responsibilities Product Owner
As a PO Melvin was responsible for defining and prioritizing the product backlog, ensuring that the team is building the right product for the customer within the My Account domain.

Responsibilities Scrum Master
Melvin was responsible for the sprint delivery and guidance of 2 teams while following the Agile principles and removing any obstacles that may hinder their progress in a large program with 8 scrum teams.

Result
- The new customer experience is driving ~18% increase of digital influenced store sales.
- Realizing features such as Contact Lens Subscription.
- Implementation and online wallet (for 1-click checkout).
- Rollout solution to multiple banners in multiple countries
- Maintain teams' velocity despite corona pandemic.
- Increase program Agile maturity and predictability.

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Lead Business Analyst @ Samsung
January 2017 - March 2018

Transforming online sales worldwide by implementing an eCommerce platform that allows customers to buy through Omni-Channel.

Responsibilities
- Provide strategic direction, mentorship, and guidance to a team of business analysts, ensuring effective requirements analysis, stakeholder management, and successful project delivery.
- Perform fit-gap analysis between local subsidiary requirements and global platform to provide customer focused solutions with minimal adjustments.
- Facilitate stakeholders' workshops to present platform capabilities and gather requirements for new countries roll-outs.
- Collaborate with architect and developers to detail out user stories and provide high level estimations.

Result

- One global platform to sell consumer goods worldwide, responsible for 2bln revenue.
- Implementing local enhancements like trade-in, credit (finance), insurance and partner plan capabilities.
- Keep downtime at minimum and pleasant customer experience with 24/7 development and P1 support.
- Improve efficiency by applying a global way of working for both development and stakeholder teams.