

Data-driven marketing specialist and lead

As a data-driven marketing specialist and lead I can combine my love for marketing and technology and my analytical skills, by translating data and insights into action and value. I have a strong opinion on how marketing should be organized: data-driven is the starting point of business decisions. Also, I'm convinced that customer experience and journeys can be improved by personalizing content and offers to consumers and businesses, based on combining CRM-, behavioural- and external data, thus optimizing customer satisfaction and conversions rates; I believe a happy customer will be a converting customer! I also believe that personalization will lead to more efficient use of all resources and a better environment.

To become successful with data-driven marketing I find it very important to create a culture of continuous learning and improving through an iterative process of investigating options, analysing data, experimenting actions, evaluating experiments and adjusting actions, with data science and analytics at its heart. This ensures that marketing continuously is forced to discuss on which projects drive the most value for customers and the organization and thus should be the focus of the marketing department.

Due to having over 15 years of consulting experience at strategic, tactical and operational level, and in many branches, I can communicate and connect with people at all different levels to persuade and activate stakeholders and make sure to add value to your business.

Working experience

Divergent roads ♦ Owner/Specialist data-driven Marketing ♦ Mar 2017 - present

DIKW Intelligence ♦ Senior consultant Marketing ♦ Feb 2013 – Feb 2017

Capgemini Consulting ♦ Senior consultant Digital Transformation ♦ Jan 2009 - Jan 2013

Paul Postma Marketing Consultancy ♦ Consultant Marketing Intelligence ♦ Sep 2007- Dec 2008

Education

Rijksuniversiteit Groningen ♦ MSc Business Administration Marketing ♦ 2006-2007

Rijksuniversiteit Groningen ♦ BSc Economics ♦ 2002-2006

CSG Comenius ♦ VWO ♦ 1996-2002

Personal

Indoor football ♦ co-founder 'Fair Marketing' ♦ BBQ ♦ cooking ♦ running ♦ snowboarding ♦ travel ♦ cars



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Expertise areas

Data-driven marketing

Data science

Team management

Product Owner – PSPO I certified

Customer Experience optimization

Personalization

Marketing automation

Conversion Rate Optimization

Online marketing

Tools

SQL

R

Python

Salesforce Marketing Cloud

Google Analytics and BigQuery

Reporting tools

Campaign management tools

Project experience

Roompot 🍀 *Consultant and lead Marketing automation and CRM/E-mail* 🍀 Jul 2022 – Jul 2023

- Assessed current situation with regards to data-driven marketing and created a 6-month improvement strategy for CRM. Implemented all strategic goals (after 9 months) which were in my scope
- Changed Marketing Automation from separate campaigns to building scalable, personalized and automated campaigns, e.g. e-mail campaign for arrival with the right content based on a combination of 60+ parks, 4 languages, and 10 products in Salesforce Marketing Cloud
- Manager of E-mail team, lead for CRM and coached analytics team, created training plan for SFMC, found Roompot a new SFMC partner for training and support

Bol.com 🍀 *Innovation and Experimentation consultant Platform Quality* 🍀 Jan 2022 – Apr 2022

- Assessed project way of working in Platform Quality, from Business to Analytics, and IT and how experimentation (data driven) could be applied in their projects
- Developed an innovation project process based on design thinking, triple diamond and other design principles and tailored to the set-up of projects at Bol.com
- Advised three projects on how to drive their innovation project to become more data driven. Moving from product to value focused, and creating a roadmap of ideas to experiment on based on value contribution

Nike 🍀 *Consultant/product owner data-driven marketing for Technology* 🍀 Mar 2020 – Jun 2021

- Translating Marketing needs to a data product built by Technology. Product is a data-driven flexible sorting for Shopping ads.
- Consulting on test of the product, building models and analysis of the experiment to assess business impact.
- Consulting Technology on data-driven marketing, data sources and product roadmap.
- Working on product roadmap and additional use cases for product.

eBay Classifieds Group 🍀 *Analyses of web and app experiments* 🍀 Aug 2019 – Jan 2020

- Set-up and analysis of experiments on website and app for Marktplaats.nl and 2ehands.be
- Participation in ideation for new revenue streams.
- Set-up for recognizing new target group online for focused experiments.
- Working with R, in-depth statistics, Hadoop, Hive, Spark.

Albert Heijn Online 🍀 *Development of behaviour driven segmentation for B2B* 🍀 Nov 2018 – Dec 2018

- Developed a behavioural and CRM-data based and practical segmentation for B2B online.
- Segmentation built in R, including both categorical and numeric variables.
- Implemented version for quick categorizing new clients.
- Early detection of possible churners made possible as well.

Albert Heijn Online 🍀 *Retail marketing analytics – Lead Analytics and Data Science (ad interim)* 🍀 Jan 2018 – Nov 2018

- Responsible for the marketing analytics and data science team and their output (acquisition and churn).
- Coaching analysts/data scientists in content and becoming more value adding consultants.
- Setting priorities with stakeholders and improving effectiveness of the team.
- Set-up first version of roadmap for a more data-driven marketing (analytics) organization.
- Hands on: strategic and tactical analyses on propositions and markets.

Precima ♦ *Retail pricing optimization – Assistant Director Client Analytics (ad interim)* ♦ *Jun 2017 – Oct 2017*

- Coordinating pricing optimization on data science side, analysing the model output on price elasticities and results in R and responsible for the optimized prices of the end client; making the client team able to drive value for the end client.
- Setup of knowledge bank on pricing optimization.
- Proposed medium term plans and improvements on pricing analytics.

T-Mobile Netherlands BV ♦ *Big data monetization – Subject matter project lead* ♦ *Feb 2017 – Apr 2017*

- Goal: monetizing available data (e.g. CRM-, online-, network- and customer service data) on strategic level.
- Assessment of analytical maturity of departments through interviews.
- Design thinking applied for generating backlog monetization options across departments.
- Set up of agile experiment factory for Data Science (way of working).
- Built of three proof-of-concepts using R for data preparation and building models flows in KNIME to validate and proof the added value of data science to T-Mobile's board.
- One PoC: Optimized customer journey in acquiring customers through analysing and building a model on website behavioural data from Google BigQuery of unknown visitors and serve them the page they were most like to have interest in, thus improving sales conversion and generating a lot of value for T-Mobile and consumer.

ABN AMRO NV ♦ *Leading data delivery team for ALM models – Product Owner/Manager* ♦ *Dec 2014 – Oct 2016*

- As product owner/manager set up a team of experts to build data sets for ALM modelling.
- Project was IPO-critical, leading to high stakes, very complex stakeholder management.
- Also removing impediments for the team, managing the team members and making sure deadline were made.
- After the IPO, built up an internal team fit for the future.

Other project experience details on request:

Ab Ovo ♦ *Pre-sales consultant Data Science* ♦ *Oct 2021 – Dec 2021*

- Advise on positioning of Data Science and propositions and on project approaches in Data Science

Vodafone Netherlands ♦ *Customer Value Management and Next Best Action campaign advisor* ♦ *Jul 2014 – Nov 2014*

- Analysis and advise on CVM and NBA campaigns of marketeers, maximizing results and value.

ABN AMRO NV ♦ *Setting up and coordinating data delivery for liquidity modelling* ♦ *Apr 2014 – Jul 2014*

- Developer of data sets for liquidity modelling.

NetwerkVSP/Spotta ♦ *Development client-specific marketing selection tool* ♦ *Feb 2014 - March 2014*

- Product owner role and writing user stories for a software tool used by Spotta to serve their clients.

Nederlandse Energie Maatschappij ♦ *Development and deployment of a churn model* ♦ *May 2013 – Nov 2013*

- Collecting data, build a database in Postgres, analysis and building churn model in R
- Deployment in SQL of decision tree to ensure use at client

VGZ (in co-operation with Paul Postma Marketing Consultancy) ♦ Strategic analysis on campaign management for improving VGZ's marketing efforts during the campaigning season ♦ Mar 2013 – Apr 2013

- Strategic analysis and improvements on propensity model and campaign effectiveness.

Rabobank NV ♦ Impact analyses of compliancy policy on business and coordinating workload for local offices ♦ Mar 2013 – Jul 2013 and Jan 2012 – Sep 2012

- Translated policy into data-driven analysis and improvements and coordinating workload for local offices based on risk.

Stena Line ♦ Proposing a new pricing strategy to increase revenue on food and beverages ♦ Nov 2012 – Dec 2012

- New pricing strategy based on analysis and new menu structures.

Telenet (Belgium) ♦ Creation of executive management dashboards ♦ Sep 2011 – Nov 2011

Tele2 Zakelijk ♦ Setting a new strategy for Tele2 Zakelijk through a full strategical analysis ♦ Jul 2011- Sep 2011

- Part of strategic team to move Tele2 Zakelijk towards a value-driven strategy.

Merck, Sharp and Dohme ♦ Assessing digital media across the globe and designing and setting up a unified, data-driven way of working for the European marketing department ♦ Apr 2010 – Jun 2011

- Web analytics and set-up of measurements across the globe.
- Optimizing SEA and Facebook ads across the globe.
- Set-up of a new data-driven way of working in European department.

T-Mobile International and T-Mobile Netherlands ♦ Data analysis on international and local data and setup of marketing automation ♦ Dec 2008 – Mar 2010

- Analysis of international and local data.
- Set-up of unified building blocks in marketing automation to ensure faster campaigning and contact rules to be followed.

T-Mobile Netherlands ♦ Database marketer and campaign advisor ♦ Jun 2008 – Nov 2008

- Database marketing, analysis and advise on consumer campaigns.

Interpolis ♦ Database marketer and campaign advisor ♦ December 2007 – May 2008

- Analyst in multiple cross-functional marketing teams for insurances.
- Built a propensity model for car insurances.