

**Frank Timmermans**  
Noordewierweg 110, Amersfoort, The Netherlands  
+31 6 1392 3876 | [frank.timmermans@gmail.com](mailto:frank.timmermans@gmail.com) | [LinkedIn](#)

## **SUMMARY**

- Over 10 years of experience in conceiving and managing online customer interaction (service and ecommerce).
- Result-driven web professional with a passion for digital with a focus on the end user and extensive experience in e-commerce and in online selfcare.
- Proven ability to successfully analyze an organization's challenges, identify potential opportunities, and develop innovative solutions for increasing online sales and service.
- Deep understanding of online best practises and constant advancements, such as analytics tools, e-commerce systems, CRM systems, online communities, UX design and strategic development.

## **PROFESSIONAL CAREER**

### **Senior Web Strategy Manager Online at KPN Digital (The Hague)**

January 2012 – present

Conceiving the digital vision and managing the online strategy for KPN. Translating the digital vision into tactical themes, specifying the organization's objectives, developing processes and plans designed to achieve these objectives including allocating resources and budget.

- Boosted increase in online sales conversion with 40% and +20 NPS with the implementation of new UX on KPN.com
- Implemented a user centric strategy within the organization with the creation of the digital vision for KPN an underlying roadmap 2012-2016

### **Senior Online Business Consultant at KPN Channels (The Hague)**

December 2008 – December 2011

Overseeing business consulting effort that focuses on how to use information technology to meet our business objectives in a multichannel environment (web, mobile and contact center). In addition to providing advice, propose online improvements based on online analytics (A/B & MV testing), support IT implementations, deploy and administer IT systems on behalf of the business.

- Achieved 95% measurability of all customer journeys with the implementation of an analytics framework (omniture)
- Created 4+ star app with the implementation of a MyKPN app for Mobile
- Implemented 100% self provisioning for consumers of fibre products with the implementation of the MyKPN environment

### **Senior Formula Manager Service at KPN Online (The Hague)**

February 2007 - December 2008

Managed research, strategy, optimization and development of the open and personalized online environments of KPN including loyalty, single sign-on and e-CRM systems

Accomplishment:

- Achieved 8 mio yearly savings (call deflection) with the implementation of an online community
- Implemented a new UX for KPN Corporate Market website

### **Coordinator Knowledge Management at KPN Contact (The Hague)**

Februari 2006 – January 2007

Led the implementation knowledge management with the objective to improved performance, get a competitive advantage, the sharing of lessons learned, integration and continuous improvement of the organisation.

Accomplishments:

- 2.3 mio yearly savings (reduction in average handle time) with the implementation of a custom CRM system for callcenter agents and online.

### **Manager Knowledge Management at Planet Media Group (Amerfoort)**

May 2004 – December 2005

Implementing a multi-disciplined approach to achieving organisational objectives by making the best use of knowledge in a multi-channel organisation.

Accomplishment:

- Significant improvement of employee's satisfaction with the implementation of a custom Performance improvement tool

### **EDUCATION**

2013 – Influence in Complexity - De Baak

2013 – Certified Scrum Master - Vijfhart IT trainings

2011 – The Pyramid Principle - De Monchy & Partners

2010 – Communication, Information and Management - Van Harte&Lingsma

2010 – Advanced Omniture Sitecatalyst training - Omniture

2001 – Bachelor in Communication Systems - Hogeschool van Utrecht

### **ADDITIONAL**

- Fluent in English, Dutch and German
- Loves to travel and capture & edit home movies

*References available up request.*