

Arne Krijnsen

Product Owner

Contact details

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Date and place of Birth: 23-09-1988 (age 34), Hengelo
Nationality: Dutch



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About me

Innovative and analytical visual thinker with a passion for crafting intelligent solutions. My ability to communicate ideas effectively sparks enthusiasm in others. My forte lies in bridging the gap between business and IT, fostering the creation of valuable digital products.

Outside of work, I enjoy exploring my creativity through music. Additionally, I'm an avid runner. At Triodos Bank, I contribute my expertise while also assisting start & scale ups with IT and digital marketing services.

Work Experience

Business	<i>Triodos Bank, financial industry</i>
Term	January 2021 – today
Role	Product Owner
Description	Working on digital innovation within Triodos digital ecosystem on web, app & martech infrastructure, for Triodos branches in UK, Spain, Belgium, Germany, and the Netherlands.
Business	<i>Smart Connections, IT consultancy</i>
Term	January 2020 – January 2021
Role	Team lead CRM consultants
Description	Managing/coaching a team of 5 CRM consultants besides larger client and project management work. Part of the management team.
Business	<i>Smart Connections, IT consultancy</i>
Term	November 2017 – December 2019
Role	CRM consultant
Description	Responsible for clients in retail, mobility, and arts & culture sector. Implementation of new CRM systems as a managed service in a low code platform. Internal responsibilities: developing new products and services and best practice sharing.
Business	<i>Beter Horen (part of Amplifon), retail</i>
Term	December 2015 – November 2017
Role	Digital Marketer
Description	Digital Marketer focusing on data-driven marketing projects. Together with the team in Milan (Italy) working on digital transformation projects like the implementation of new websites and tools (for instance the Adobe Marketing Cloud).
Business	<i>EVG Start, IT consultancy</i>
Term	January 2015 - April 2015
Role	IT Management Trainee
Description	In addition to obtaining IT and project management certificates, responsible for an internal communication project at Allinq, a telco infrastructure specialist.
Business	<i>ArneKrijnsen.com, digital agency</i>
Term	Augustus 2013 – today
Role	Owner
Description	Consultancy and coordinating digital marketing developments.

Trainings & Certificates

- Professional Scrum Product Owner 1 (PSPO 1) – 2023
- Lean Yellow Belt – 2023
- Design Thinking (fundamentals & facilitation) – 2022
- General Banking Course – 2022
- Product Owner (Agile Scrum Group) – 2021
- Leading Professionals (Schouten & Nelissen) – 2020
- Salesforce Administrator (Redbook ICT) – 2019
- Data-driven Marketing Management (HBO Master, Beeckestijn Business School) – 2017
- Professional Scrum Master 1 (PSM 1) – 2015
- Prince 2 Foundation – 2015
- ITIL Foundation (Information Management) – 2015
- BSL Foundation (Business Information Management) – 2015

Skills & Software

- UX design: Axure (intermediate)
- Design: Illustrator, Photoshop & InDesign (advanced)
- Coding: HTML & CSS (basics), Velocity (Java templating) - advanced)
- Low code application development: CrossMarx
- Analytics: PowerBI (intermediate) / Google Analytics (intermediate)

Languages

Dutch – C2
English – C1
German – A2
French – A1

Education

School	<i>Radboud University</i>
Term	September 2013 – July 2014
Education	Master Communication & Influence
Some classes	Intelligent Information Tools, Communication, Behavior and Influence
Thesis (master)	“A corporate reputation is partly determined by the reputation of the sector and partly by the market leader.” Nominated for the University Thesis Award.
School	<i>Radboud University</i>
Term	September 2012 – July 2013
Education	Pre-master Communication and Information Sciences
Some classes	Internal Communication & IT, Behavior-changing documents & IT
Thesis (bachelor)	“Influence of social exclusion on susceptibility to persuasive techniques.”
School	<i>University of Groningen</i>
Term	September 2010 – February 2011
Education	Sociology (minor)
Some classes	Micro-economics, Economy Selected for the Honors Program.
School	<i>Hanze University of Applied Sciences</i>
Term	September 2007 – July 2012
Education	Communication (bachelor)
Some classes	Digital Marketing, Finance
Thesis (bachelor)	“Assured of a view on reputation”. Nominated for the University Thesis Award.