

# Arne Krijnsen

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## Contact Details

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Email address akrijnsen@gmail.com  
Date & place of birth 23-09-1988 (age: 35), Hengelo  
Nationality Dutch



## 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 innovative 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 services.

## Work Experience

Business *Triodos Bank, Financial Industry*  
Term January 2021 – today  
Role **Product Owner**  
Description Working on digital innovation within the Triodos digital ecosystem on web, app & MarTech infrastructure, for Triodos branches in UK, Spain, Belgium, Germany, and the Netherlands.

Business *ArneKrijnsen.com, Marketing & IT Consultancy*  
Term Augustus 2013 – today  
Role **Owner**  
Description Consultancy and development of digital products for start-ups, scale-ups & SME's. Hired by Beans App (a blockchain powered payment and savings app for the international remittance market) during my half year stay in Cape Town, South Africa.

Business *Smart Connections, IT Consultancy*  
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 *Smart Connections, IT Consultancy*  
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. Developing new products and services.

Business *Beter Horen / Amplifon, Retail*  
Term December 2015 – November 2017  
Role **Digital Marketer**  
Description Digital Marketer focusing on data-driven marketing projects. Working on digital transformation projects like the implementation of new websites and tools, together with the team in Milan (Italy).

Business *EVG Start, IT Consultancy*  
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.

## Training & Certificates

- Professional Scrum Product Owner 1 (PSPO 1) – 2023
- Lean Yellow Belt – 2023
- Design Thinking Facilitation – 2022
- Design Thinking Bootcamp – 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, Beekestijn 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, JavaScript (basics), Velocity- Java (intermediate), SQL (basics), Python (basics)
- Low code application development: CrossMarx, Retool
- 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         | <b>Master Communication &amp; Influence</b>  |
| 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.” <i>Nominated for the University Thesis Award.</i> |
| School            | <i>Radboud University</i>  |
| Term              | September 2012 – July 2013   |
| Education         | <b>Pre-master Communication and Information Sciences</b>   |
| 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         | <b>Sociology (minor)</b>   |
| Some classes      | Micro-economics, Economy. <i>Selected for the Honors Program.</i>  |
| School            | <i>Hanze University of Applied Sciences</i>  |
| Term              | September 2007 – July 2012   |
| Education         | <b>Communication (bachelor)</b>  |
| Some classes      | Digital Marketing, Finance   |
| Thesis (bachelor) | “Assured of a view on reputation”. <i>Nominated for the Thesis Award.</i>  |