

# Johan de Meijer

Leading marketing, product and agile teams in roles like product owner, CX lead, and change manager

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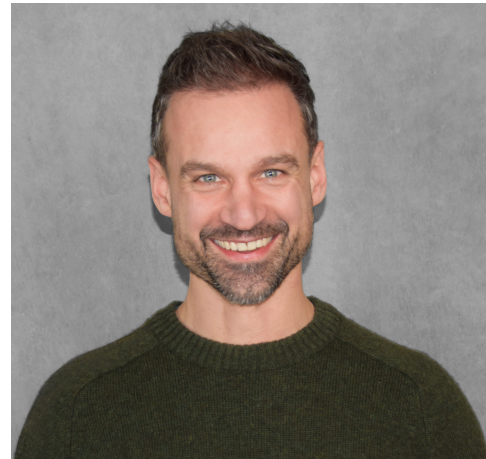
## Johan de Meijer

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## Introduction

### I can provide support with:

- Product development
- Bring out the best in teams
- Take business to the next level

### My Scrum & Agile experience:

- Scrum Master, since 2016
- Product Owner, since 2019
- Agile coach, since 2023

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**As a lead, I guide teams and drive improvement and change within teams and products.** I do this across **marketing-, product- and agile** teams in roles such as product owner, CX lead, or change manager.

Every day, I help organizations become smarter and more efficient by guiding (digital) transitions. I analyze challenges and implement solutions that add value for both the organization and its end-users, always with realistic expectations of what technology can offer. My experience in digitalizing various companies and in leadership roles enables me to lead teams toward lasting impact and growth.

As a lead, I work within marketing, product, and agile teams in roles like Product Owner, CX Lead, or Change Manager. I believe in the perfect balance between product development, team and individual growth potential, and maximum value for your organization.

Are you looking for someone who can:

- Initiate, lead, and/or add value to your (digital) transformation projects,
- Guide teams toward greater efficiency and growth,
- Elevate the business to the next level?

With positive energy, strong stakeholder management, and extensive change management experience, I drive progress quickly. Enthusiasm, dedication, and a strong work ethic are at the core of my approach, and I excel in:

- Effectively implementing change management,
- Creating structure within complex situations,
- Making and substantiating strategic choices,
- Engaging stakeholders at every level,
- Empowering teams to grow and reach their full potential.

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## Experience

### **Héloïse Bien**

Director of Tech & Operations,  
Memodo  
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*"Johan is an energetic, go-getting Product Owner who can get the team along with his energy and positive vibes. He's experienced in E-commerce and Marcom for apps and platforms, which makes his vision and ability to develop roadmaps very good. Johan feels very comfortable with stakeholder management. Even if there are a lot, he's managing them very well. So, Johan is a very friendly, experienced, enthusiastic, and energetic PO. A real asset to the team."*

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### **Jeroen Heydendael**

CX Manager, Plieger  
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J.heydendael@plieger.nl

*"What a great partnership we had at Plieger Groep 🍌 A more intense organizational transformation I cannot imagine. Digital, cultural, everything. You brought clarity and decisiveness when needed. As a CX Lead with an eye for the human dynamics in your team, as a project lead pushing for results with the right project process, and at the same time managing stakeholders throughout the whole organization. On a personal level, I had a great sparring partner that made this challenging journey a lot more fun."*

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## JHN Agile Operations (selection of freelance assignments)

NOVEMBER 2019 - CURRENT

I have gained extensive experience in:

- Team building with multidisciplinary teams
  - Guiding optimization and transformation/change management
  - Scrum and Agile with familiar tools like Jira, along with coaching opportunities
  - Stakeholder management for up to 100+ stakeholders through open communication, presentations, conducting interviews, and facilitating sessions
  - Development of apps, platforms, and campaigns with development teams
  - Working with hybrid, nearshore, offshore, and in-office teams
- Operational tasks focused on people, culture, and workplaces

I have carried out assignments with great enthusiasm for various brands and agencies, including Albert Heijn, Ahold Delhaize, elho, Stella, Muto, Wayne Parker Kent, Wefilm, Frolic, Plieger, ThermoNoord, Memodo, &Ranj, and HelderGroen.

### **elho / Product Owner**

AUGUST 2024 - CURRENT

In this role, I act as an advisor between elho and the development parties. I support the team in making strategic and technical choices to bring a new innovative elho product to market successfully. I focus on ensuring the product vision and creating value for both elho and our customers.

### **Ahold Delhaize & Albert Heijn / Scrum Master**

MARCH 2024 - NOVEMBER 2024

Scrum Master for two business-critical teams at Albert Heijn, connected to every customer transaction.

- One team progressed from the norming phase to the performing phase.
- The other team was built from the ground up, laying the foundation for further growth.

As a Scrum Master, I was responsible for leading and guiding the teams, safeguarding team culture, ensuring optimal collaboration, and facilitating various sessions, ranging from mapping the roadmap to resolving interpersonal conflicts.

### **HelderGroen / Operations Manager a.i.**

SEPTEMBER 2023 - FEBRUARY 2024

As Operations Manager, I was ultimately responsible and acted as the right-hand person to the Managing Director to ensure that teams and projects functioned optimally. My goal was to coach colleagues and inspire them to work autonomously, using methods inspired by Agile practices. I created an environment where collaboration and

**Madelon Verheij**  
Agile Lead, Albert Heijn  
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Madelon.Verheij@ah.nl

*"If I had to describe Johan in 3 words it would be: reliable, driven and proactive. He'd consult me when needed, kept me informed and I could fully rely on him to take care of everything. He also regularly asked for feedback and pointers for improvement. Overall I'd definitely recommend Johan and any company to onboard him, is lucky to have him."*

self-organization were central, enabling us to achieve our objectives together.

**&Ranj** / Freelance Product Owner, Scrum Master, Agile Coach  
FEBRUARY 2023 - JULI 2023

Responsible for the roadmap, planning, and development of two Serious Games. Additionally, I served as the internal Agile Coach to improve Agile processes within the organization.

**Memodo** / Freelance Product Owner & CX Manager  
AUGUST 2022 - FEBRUARY 2023

Responsible for the launch of the brand in the Netherlands, with a broad international stakeholder field.

**Plieger Groep** / Freelance Product Owner  
FEBRUARY 2021 - JULY 2022

Responsible for a lot of stakeholder management to improve satisfaction and develop the e-commerce webshop that's contributing to the service, NPS, and revenue of Plieger Groep.

**Plieger Groep** / Freelance CX Lead  
SEPTEMBER 2021 - FEBRUARY 2021

Built an in-house studio to take the next step in Plieger Groep's e-commerce and marketing services.

**Stella** / Freelance Product Owner  
NOVEMBER 2019 - APRIL 2020

Develop the MVP of the new webshop for the urban bike brand MUTO.

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**Code d'azur** / Project & Team Lead  
JANUARY 2018 - DECEMBER 2019

As Executive Producer I was the coach and go-to person for the production process optimization for all CODE D'AZUR projects. This means I constantly monitor our projects, optimize processes and advise the teams on ways to improve efficiency and output. Besides that, I still work closely together with the teams to realize the award-winning projects we create.

**Studio Kraftwerk** / Scrum Master  
DECEMBER 2014 - DECEMBER 2017

At Kraftwerk, I was in the lead for the production of service apps and platforms. With great partners, we've launched apps that brought business value to PON, Mijn Volkswagen App, Porsche24, Greenwheels, and AH to Go.

**DentsuCreative / Digital Producer**

DECEMBER 2014 - DECEMBER 2017

**Havas Lemz / Creative Producer**

JANUARY 2014 - NOVEMBER 2014

**Media.Monks / Digital Producer**

APRIL 2012 - DECEMBER 2013

**4Net Group / E-commerce Project Manager**

NOVEMBER 2009 - APRIL 2012

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**Education & Courses**

**Agile Coach / Course**

JUNE 2023

**Product Owner / Course**

JUNE 2020

**Agile Scrum / Course**

JUNE 2016

**Professional English / Course**

JANUARY 2013

**Hogeschool Rotterdam / Grafmediatechnologie & Media Management / HBO**

SEPTEMBER 2005 - MAY 2009

**ROC Midden Nederland / Mutlimedia Technology / MBO**

SEPTEMBER 2001 - MAY 2005

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