

# Lucienne de Boer

## Curriculum Vitae

Admiraal de Ruijterweg 334-1

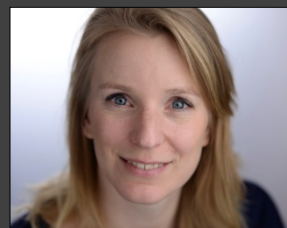
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Hi, my name is Lucienne. I'm specialized in (digital) product development and process optimization. In complex product landscapes, customer journeys or projects I know how to create overview, simplify the situation and work out a strategy to create new or improved value. I enjoy translating this strategy into concrete and realizable concepts and solutions. And I get excited when I can build and implement them with a team.

I am result driven, thorough, energetic and open. And I feel at home in an organisation that has an agile way of working and that supports gaining new experiences.

## Work experience

Periode	Werkgever	Functie
2017 – Current	KLM Royal Dutch Airlines	<b>Product Owner Social Media development</b> KLM is one of the world's leading and most innovative companies in providing customer service via social media. We service our customers 24/7 on multiple social channels such as WhatsApp, Facebook Messenger and WeChat. We have over 250 agents answering more than 100.000 social messages a week. As a product owner I work together with an international development team to design and implement new services and functionalities on KLM and (since 2020) AirFrance social media. <ul style="list-style-type: none"><li>• Develop agent tooling to enable our human agents to service our customers in an efficient and consistent way.</li><li>• Using artificial intelligence and chatbots to assist agents in servicing our customers</li><li>• Designed, implemented and improved new services that show the innovative and caring values of KLM.</li></ul>
2016 – 2016	UNICEF Netherlands	<b>Innovation marketer (a.i.)</b> Part of a team that was responsible for the design and implementation of an innovative way of fundraising: <i>UNICEF / geef-een-dag</i> . With this proposition it's possible for employees of Dutch companies to donate (the worth of) remaining holidays to UNICEF. Within the team I focused on the design and realization of the end-to-end customer processes, aiming to create an excellent customer experience and recurring donations. <ul style="list-style-type: none"><li>• Adapted the CRM system to register and manage new customers and donations.</li><li>• Designed the online customer processes for participating companies and employees.</li></ul>
2015 – 2015	ING Netherlands	<b>Senior Productmanager Payments</b> Responsible for the continued implementation of a strategic vision for the consumer payment packages. This led to the realization of ING KiesVrij (ING ChooseFreely), aimed to create more flexibility for customers, while reducing costs for ING by promoting more online and efficient payment methods. Furthermore, internally promoting a stronger focus on customer experience through the introduction of customer journeys. And combining the realization of a strategic business vision with a long term IT transition to a new target architecture. <ul style="list-style-type: none"><li>• Working with multiple scrum teams to realize customer value in an agile way of working.</li><li>• Leading a cross-functional team to create a better customer journey for the interbank "Overstapservice".</li></ul>

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2009 – 2015	ING Netherlands	<b>Productmanager Payments</b> End-to-end responsible for the payment packages for approximately 7 million consumer clients and the interbank "Overstapservice". <ul style="list-style-type: none"><li>• Leading role in the redesign of end-to-end customer processes and proces optimization (e.g. improving customer satisfaction, efficiency, FTR and C/I ratio)</li><li>• Co-responsible (together with Marketing) for creating and realizing a strategic product vision. As part of this vision we built and launched a new payment package ("OranjePakket"), by working with scrum teams in several business units</li><li>• Being part of a team to introduce the use of customer journeys at ING.</li><li>• Followed a Green Belt training on Lean Sig Sigma (not certified)</li></ul>
2007 – 2009	ING Netherlands	<b>Marketingspecialist Trainee</b> Different projects focused on product management and marketing for a specific product or target group.
2001 – 2007	Hot Networkz	<b>Promotor &amp; Team Captain Direct Sales</b> As a promotor: selling products through direct sales on different locations. As a team captain: training promotors and being responsible for the sales results of different teams.
2005 – 2006	Stageplaza.nl	<b>Sales Manager</b> Shared responsibility for the company's sales results and profit. Maintaining relationships with a number of bigger clients and managing and training a group of sales trainees.

## Education & skills

Period	Institution	Study/training
2020	SheCodes Workshops	React Development (front end coding language)
2020	SheCodes Workshops	Front End Development
2017	Scaled Agile, Inc	SAFe 4 Certified Agilist
2015	CapGemini	Professional Scrum Product Owner 1
2014	Altuition	Customer Journey ESPE Master
2008 – 2011	Tias Nimbas Business School	Master of Marketing
2007 - 2009	SRM	NIMA B & Marketing communications B
2003 – 2007	Hogeschool Inholland	Commercial economics

### Languages

Dutch	●	●	●	●	●
English	●	●	●	●	●
Spanish	●	●	●	●	●

### Other skills

- ✓ Basics of front-end development
- ✓ Scrum/Agile
- ✓ Lean / Six Sigma

## Other interests

### Traveling

I preferably immerse myself in a foreign culture without too much preparation and/or take on a big challenge. For example:

- Central and South America** (2016/17) 3 months of backpacking
- Southern and Eastern Afrika** (2015) 2,5 months of backpacking and climbing Mount Kilimanjaro
- Anna Purna Circuit, Nepal** (2014) 14 days of trekking in the Himalaya, to an elevation of 4.516 meter.
- Lanka Challenge, Sri Lanka** (2013) Participating in a 12-day race in a Tuk Tuk for charity