

# Sander van der Kolk



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## Profile

Sander is a goal-oriented new business developer and entrepreneurial project manager with a passion for the online world. Throughout his career, he has made a significant impact in both small and large teams, both internally and externally, by developing user-friendly services and applications. He enjoys working according to the agile/scrum methodology, Kanban, or traditional waterfall. With his background in business administration and a focus on innovation and strategy, he helps organizations advance their online services.

Sander enjoys working in teams, rolling up his sleeves together to tackle challenges. He excels at inspiring people and is a team player. He has an eye for social dynamics and can easily engage in discussions at both technical and strategic levels. He works hard and performs well under pressure.

Outside of work, Sander finds solace in DIY projects and gardening. He can be found at music concerts at VERA several times a month and enjoys playing padel and squash. He always listens to new music and podcasts and can guess movies based on three keywords.

## Education

WO — Pre-Master & Bachelor Business Administration, Strategy & Innovation · Rijksuniversiteit Groningen (niet afgerond)	2008 — 2012
HBO — Business Information Management · Hanzehogeschool Groningen	2005 — 2008
MBO — ICT Manager level 4 · Drenthe College Assen	2003 — 2005

## Experiences

**Business Development · YAS Micro Insurance** March 2023 — August 2023

Nice to know: agile, international, insurance, B2C

YAS is a startup in Malaysia that focuses on insuring activities. YAS has asked Sander to establish a new service for athletes. After conducting a competitive analysis, Sander has created a business case with a new service design to design and transfer all touchpoints. With the realized Partner & Events platform, YAS partners can create a landing page to handle event registration, payment, and insurance. Key responsibilities include:

1. Developing a business case for a new online insurance service.
2. Establishing a service design template for organizational impact and alignment with current services.
3. Project management and execution of the CTO role.
4. Reporting on campaigns after 6 months for YAS management.

Within one month of the launch, 5 partners have joined, with over 900 registrations for one or more sports activities.

**Business Development · Spottery** February 2023 — July 2023

Nice to know: agile, B2B, card through the mailbox

Sander has been tasked with assessing and elevating Spottery's current online service for Spottery (a card through your mailbox based on your housing preferences) to a higher professional level. With structured tasks, a new proposition, and communication strategy, Spottery is ready for the next step in connecting home seekers and property owners without the need for a real estate agent.

1. Testing and baseline measurement of the web application.
2. Analyzing the current situation of user flows, target audiences, and expectation management.
3. Acting as an external CTO to provide technical leadership and guidance.

# Experiences

## Projectmanager Online Platforms · KNWU & Triathlonbond

April 2019 — January 2022

Nice to know: agile, Laravel, Sport Association as a Service

After a lengthy pitch, the two sports associations KNWU and Triathlonbond awarded the contract to Konstruktiv to design and develop their My Environments. Based on a single environment with different business rules and designs, they embarked on the development of the platforms in sprints. As a project manager, Sander took on the following responsibilities:

1. Elaboration of processes, functional and technical designs for the KNWU Campus education platform.
2. Project management for the development of the KNWU Campus education platform.
3. Conducting user research using HotJar and surveys.
4. Testing the MyKNWU financial processes related to memberships, fees, licenses, and the webshop.

The MyKNWU and myTriathlonNL environments have become the go-to place for team or individual cyclists to apply for licenses, register for events, and provide all the tools for volunteers to organize events and simplify association administration.

## Projectmanager & Business Developer · Verhuisdieren.nl

2017 — 2022

Nice to Know: B2C, foundation, 4 million monthly visitors, Website of the Year nominee

The Verhuisdieren foundation provides a platform for finding a new pet or a new home for your pet. In 2017, the foundation was in search of a reliable new partner to redesign the platform and, most importantly, enhance the user experience based on internal research findings.

1. Analysis of the current technical state and expansion opportunities for online services.
2. Designing improvements using business model generation, empathy path models, and service design touchpoints.
3. Project management of developments and platform enhancements.
4. Improved user experience through the introduction of an email design system for the 21 email notifications with dynamic content and Call to Actions.

The new website went live in 2019, and now more than 1,000 animals are rehomed monthly (with an annual growth rate of 24%). The website was nominated for Website of the Year in 2019 and attracts over 4 million monthly visitors.

## Business Developer en productmanager · Kirra (part of iWink)

2008 — 2013

Details: B2B, whitelabel CMS, PHP, branding

Sander led the charge for iWink to establish the internal CMS as an independent company (whitelabel). He was responsible for coming up with the name, crafting the marketing pitch, and incorporating user feedback. As an independent entity, Kirra is a CMS for marketing and internet agencies to quickly develop websites using modules. As a business developer, he oversaw the website, marketing, and campaigns to expand the team.

1. Competitive analysis of open-source and closed-source Content Management Systems.
2. Project management for the development and content of the website.
3. Execution of marketing campaigns targeting new audiences through offline and online advertising channels.
4. Product management for new features and testing of functionalities.
5. Conducting user research both online and offline.

Kirra CMS, born from this effort, serves as a tool for marketing and internet agencies to rapidly develop websites, emphasizing the importance of branding and PHP in the process.

View more roles and experiences on [konstruktiv.nl](https://konstruktiv.nl)