



Hajo de Bel

APP BUILDER

Details

Brouwersplein 21-RD
2013PG Haarlem
The Netherlands
[0031623218030](tel:0031623218030)
hajodebel@gmail.com

NATIONALITY

Dutch

DRIVING LICENSE

B

DATE / PLACE OF BIRTH

27-08-1990
Bloemendaal

Languages

Nederlands

Engels

Skills

Visual & AI development

Innovation

Growth Hacking

Marketing automation

API's

HTML & CSS

Data analytics

UX Design

User research

Project management

Profile

I'm Hajo, a 35-year-old Product Owner and app builder based in Haarlem, where I live with my partner, Guinivere, and our two children, Bou Bou (4) and Teddy (3).

I currently work as IT Project Manager for Sikkens Center and Product Owner for Sikkens Benelux. I'm passionate about building digital products that create real impact. Innovation and experimentation energize me, whether that's exploring new tools, leveraging AI, or discussing the latest developments in product strategy with colleagues.

I'm results-driven and bring a broad set of hands-on product development and growth skills to the table. I enjoy combining structure with creativity and love surprising teams with fresh ideas that move projects forward. At the same time, I believe great products are built by great teams, so I strive to be a supportive, reliable, and positive team member.

Outside of work, you'll find me spending time with my family, building side projects, kickboxing, running, following Formula 1, or listening to podcasts.

Employment History

IT Project Manager & Product Owner, AkzoNobel, Sassenheim

MAY 2025 – PRESENT

Responsible for the strategic and operational management of IT initiatives within Sikkens Center, the Dutch wholesale franchise organization of AkzoNobel focused on professional painters. Driving digital transformation, process optimization, and data-driven operations across the franchise network.

In addition, I serve as Product Owner for Sikkens Benelux. I lead the management, optimization, and continuous development of sikkens.nl and sikkens.be. Acting as the key liaison between business, marketing, and development teams, I ensure that digital solutions directly support commercial objectives.

Key Responsibilities:

- Developing and executing the digital roadmap
- Implementing and further developing the Sikkens Center POS system
- Improving data quality through the implementation of a PIM system
- Automating data flows, including the implementation of a Reporting API enabling franchisees to share performance data
- Supporting franchisees with system integrations and digital adoption
- Further developing the websites and optimizing e-commerce performance
- Analyzing user data and performance metrics (including conversion, engagement, and SEO) and initiating targeted optimizations
- Translating marketing campaign objectives into landing pages
- Managing and monitoring progress, timelines, and budgets across multiple IT projects

Developer, Side-projects, Remote

JAN 2021 – PRESENT

I have a passion for creating digital products. There's something thrilling about learning new techniques and transforming a concept into reality. Through the years, I've launched various projects, each one a stepping stone towards refining my skills.

Now, I possess the expertise to develop websites characterized by:

- Full responsiveness, ensuring a seamless experience across all devices.
- Smooth integration with third-party (AI) tools and APIs, facilitating a wide range of functionalities
- Support payment methods, including direct and recurring transactions

Links

[LinkedIn profile](#)

- The use of secure databases that can scale according to needs
- Diverse user notification options, including email, SMS, or push notifications
- The automation of tasks, enabling the performance and complex functions
- A user-friendly interface, making navigation intuitive and straightforward for all users

My current projects in progress are [motivatiebrief.ai](#), [marketinsights.app](#) and [learnfrom.co](#) where I'm applying all these skills and more to bring another innovative idea to life.

Product Owner, NN Group, Amsterdam

SEPT 2022 – MAR 2025

I was part of the Zelf.nl team at Sparklab, a venture building department within NN Group. Zelf is a smart content platform built to guide starting freelancers in their entrepreneurial journey. In my role, I have several key responsibilities:

- Product owner of the Zelf platform.
- Translating customer needs into a product roadmap and designs into user stories for the development team.
- Guiding a team of four developers.
- Outline and implement experiments to validate riskiest assumptions.
- Enhancing the performance of our marketing campaigns.
- Lead nurturing by marketing automations and email journeys.
- Providing colleagues with valuable insights by generating relevant data and constructing dashboards.
- Conduct customer research.

Digital Specialist, Nederlandse Spoorwegen, Utrecht

AUG 2021 – AUG 2022

I worked within the B2B department at NS, with a primary focus on the Freelance and SME target audience. During my tenure, my main responsibilities included:

- Being the Product Owner of the NS Zakelijk website. Working closely with design, content and development.
- Guided the re-branding of the NS Zakelijk website with an external development agency.
- Guiding a development team of five people.
- Streamlining our performance marketing campaigns across various channels, including SEA, affiliate, display, social, and native ads.
- Initiating A/B tests to boost NS-Business Cards sales.
- Establishing strategic partnerships and implementing other acquisition experiments.
- Formulating measurement plans and executing website tracking.
- Offering colleagues valuable insights through Google Analytics data and constructing dashboards in Google Data Studio.
- Contributing to Above the Line (ATL) branding campaigns.
- Conduct user research.
- Stakeholder management in terms of performance and planning.

Growth Marketer & Product Marketer, Vandebrom Energie B.V., Amsterdam

JAN 2018 – AUG 2021

I held the responsibility for enhancing online sales and lead generation performance at Vandebrom. Over the years, I focused on various key areas, where my main activities included:

- Running advertising campaigns.
- Enhancing conversion rates through the execution of A/B tests.
- Collaborating with the Digital team to enhance the overall customer experience.
- Stakeholder management on performance and innovation.

- Expanding cross-selling opportunities by introducing additional touchpoints within the customer dashboard and email journeys.
- Facilitating brainstorm sessions to explore new propositions, concepts, campaigns, and acquisition channels.
- Nurturing leads through marketing automations (Zapier) and email journeys (Hubspot/Salesforce Marketing Cloud).
- Developing dashboards using tools such as Google Data Studio, Google Analytics, and Salesforce.

Have been selected for the Talent Program of Vandebron. This is a six months personal development program for high potential employees, and gave me the opportunity to work on an innovative business case.

Founder, The Bold Chapter, Amsterdam

FEB 2021 – OCT 2023

Built a clothing brand and online store (with Shopify) from scratch.

Product Owner & Growth Marketer, Sterrk, Amsterdam

MAR 2016 – JAN 2018

As part of my role, I was responsible for generating leads and applicants for the recruitment department through the execution of search, social advertising, and email marketing campaigns. Additionally, I served as the Product Owner for the successful launch of a new job board.

Thesis, Peerby, Amsterdam

MAY 2015 – NOV 2015

Doing research about acquiring new users for the Peerby platform.

Online Marketing Intern, NS International, Amsterdam

SEPT 2014 – FEB 2015

Being part of the marketing acquisition team I was focusing on SEO, affiliate- and social media marketing.

Online Marketing Intern, DTG, Amsterdam

APR 2013 – SEPT 2013

Build and optimize SEA campaigns for the customers of DTG.

Education

6-week Growth Hacking Course, Growth Tribe, Amsterdam

SEPT 2016 – OCT 2016

Deep dive into the cutting-edge growth processes, frameworks and mental models used by fast growing companies and their people.

Focus areas:

- Growth Hacking
- Lean Marketing
- User Psychology
- Data-Driven Marketing
- Conversion Rate Optimization
- Web Scraping
- Mobile Growth

Bachelor of Business administration, Hanzehogeschool Groningen, Groningen

SEPT 2010 – FEB 2016

BBA graduated 7

HAVO (Economics & Society), Kennemer Lyceum, Overveen

SEPT 2003 – JUL 2008

Board member of student association 2004 – 2005

Certificaten

Professional Scrum Product Owner I

NOV 2023

ID: 342010

Digital Product Management & Strategy, Growth Tribe

SEPT 2023 – SEPT 2023

ID: 63025021592315

Digital Leadership Certificate, Growth Tribe

DEC 2022 – DEC 2022

ID: 63025021592315

Advanced Google Analytics, Google

MAY 2019 – MAY 2022

Google Analytics Fundamentals, Google

MAY 2019 – MAY 2022