

Data Driven Maturity model

Culture for Analytics

Value chain of Insights

Connected Growth

Customer Experience

Predictive analytics of a Taoist lifestyle



Personalia		Contact	
Name	Redder	Website	www.reddermanagement.nl
First name	Bart	Email	b.redder@reddermanagement.nl
City	Utrecht	LinkedIn	http://www.linkedin.com/in/bartredder
Languages	Dutch fluently English fluently Spanish beginning	Twitter	@BartRedder
Fun stuff			

Expertise		
B2B commercial strategy <ul style="list-style-type: none"> Customer-market analysis Lead-to-Cash optimization Performance monitoring (BI) 	Data driven entrepreneurship <ul style="list-style-type: none"> Commercial IT landscapes Value Chain analysis Data (platform) roadmaps 	Customer Centricity <ul style="list-style-type: none"> CRM Implementations Marketing Automation Customer Journey & CX mapping

Publications	
Trilogy on Connected Growth: 1. How business growth is connected 2. How personal growth is connected 3. How collective growth is connected	Marketing Tribune MarketingTribune.nl MarketingTribune.nl MarketingTribune.nl
How to reach a culture for analytics?	IDC EMEA Big data & Analytics Conference London. Birst Forward London & San Francisco Big Data & Analytics Insights Brussels
Graydon uses Birst to align stakeholders	Diginomica
The data driven maturity model	MarketingTribune.nl
Predictive analytics: This is how you recognize your future customer	Frankwatching
Schaduw-CRM in perspectief	ISBN nr: 978-94-6089-990-4

Experience			
Management consultant CRM SuperOffice BLX	Interim CRM Europe & Social entrepreneurship Owner: Redder Management & Value2Life B.V.	Platform Manager Advertising DPG Media	Interim Consultant Owner: Redder Management
Travelling South & Central America	Director CRM & Analytics Graydon	PO Portal development Exsell	
2002 – 2008	2008 - 2009	2009 - 2013	2013 - 2017
	2017 - 2021	2021 - 2022	2022 - Now

Results			
50+ Successful B2B CRM implementations	4x Happily built and guided teams of enthusiastic CRM, BI & data (science) specialists	2x full spectrum Strategic CRM, Marketing Automation & BI Roll-out in NL/BE/UK including B2B Data platform & Dashboarding for structural performance monitoring	Launched a scalable B2B self-service platform for Customer base analyses, Data quality, Customer-market analysis & Business development solutions
13 country roll-outs of Strategic CRM solution			



Diploma



Certificate



Congress



Training

Strategy & Leadership

2016 - Management Development Programma
Puur Geluk Coaching, Netherlands

2016 - Media Training
RTL Reporter Jaap van Deurzen, Hilversum

2015 - Workshop Performance Management
Hay Group, Amsterdam

2014 - Perform employment interviews (HR)
Van den berg Training, Breda

2011 - Post master CRM; 'Registered CRM Professional'
Beeckestijn Business School, Utrecht

2007 - Post bachelor CRM; 'Registered CRM Professional'
Beeckestijn Business School, Utrecht

CRM & Marketing Automation

2019 - Incompany Training Customer Centricity
Beeckestijn Business School, Amsterdam

2017 - Training Salesforce Pardot
Nextview, Amsterdam

2013 - Oracle CRM on Demand (Basic, Admin
& Reporting), Oracle, Amsterdam

2013 - Implementation partner BPMonline (Creatio)
CRM Ticka, Amsterdam

2005 - '08 - Various trainings SuperOffice CRM
SuperOffice BLX, Netherlands

Corporate processing

2017 - Dreamforce, Salesforce
San Francisco, USA

2015 - Birst Forward 2016, Birst
San Francisco, USA

2015 - Oracle Open World, Oracle
San Francisco, USA

2007 & '11 - SuperOffice implementation method
SuperOffice AS, Düsseldorf, Germany

2005 - SuperOffice Sales Method (Solution Selling)
SuperOffice Benelux B.V., Den Bosch

Data science, Data engineering & BI

2019 - Data science Education
The Analytics Academy, Amsterdam

2016 - Birst BI - BQL & Data model training
Vanad, Amsterdam

2016 - Birst Forward EMEA 2016
Birst, London

2016 - Value Based Design dashboarding
San Francisco, USA

2015 - Birst BI administrator training
Vanad, Amsterdam

2014 - Birst product training
Vanad, Amsterdam

2010 - BI tool: Expander Design Suite (EDS)
Adwiza, Amsterdam Ticka, Amsterdam

2007 - BI tool: Epista Builder
Epista, De Bilt

2006 - Data & BI training 2006
Adwiza Copenhagen, Denmark

Foundation



2002 - Facility Management at Hogeschool Dierenoord, Wageningen.

1998 - Atheneum, Lindenholt College, Nijmegen