Gijsbert Voorneveld

Personal details

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Profile

With a strong foundation in both academic and practical aspects of IT management and business transformation, I specialise in bridging the gap between technology and strategic business initiatives. My approach is characterized by fostering collaboration among international stakeholder groups, ensuring that technology consolidations and strategic frameworks are both user-centric and aligned with overall organizational growth objectives. I am passionate about driving operational excellence and innovation through structured methodologies and dynamic leadership.

Education

Management of IT (MA) **Jun 2000**
University of Delft

Business and Information (BA) **Jun 1996**
Polytechnic Institute Utrecht

Employment

Project Manager Salesforce consolidation **Mar 2024 - Dec 2025**
ITV UK Limited

- Collaborated with stakeholder groups globally to gather requirements and align Salesforce functionalities with business objectives.
- Developed and executed comprehensive project plans, ensuring milestones were met on time and within budget.
- Led cross-functional teams to integrate multiple Salesforce instances into a unified platform, enhancing data consistency and user experience.

Management Consultant Strategic Planning **Mar 2024 - Aug 2024**
Mediagenix

- Designed and implemented strategic frameworks to enhance content planning efficiency and align media organizational goals with market demands.
- Collaborated with cross-departmental teams to formulate actionable strategic recommendations that support sustainable growth and competitive advantage in the media sector.
- Developed and proposed innovative strategic frameworks incorporating Lean Six Sigma principles to streamline content planning and improve operational efficiency.

Management Consultant Digitisation **Jul 2023 - Dec 2023**
ITV UK Limited

- Developed digitization strategies focused on enhancing operational efficiency through the integration of advanced digital tools and technologies.
- Advised clients on the adoption of emerging digital trends to drive business transformation and competitive advantage.
- Designed and implemented process automation frameworks that reduced manual efforts and improved data accuracy across business units.

Management Consultant Go To Market **Mar 2023 - Oct 2023**
Mediagenix

- Developed go-to-market strategies for new product launches in the international streaming and broadcasting sectors, driving market penetration and revenue growth.
- Collaborated with sales and marketing teams to align go-to-market plans with overarching business objectives and customer needs.

Project Manager Lean implementation **Jan 2023 - Sep 2023**
Bionic

- Developed and executed tailored Lean training programs for both management and operational teams, enhancing employee engagement and fostering a culture of continuous improvement.
- Facilitated cross-functional Lean workshops and Kaizen events, driving measurable improvements in operational efficiency and waste reduction within the organization.

Project Manager Quality Management **Jan 2022 - Oct 2022**
Walt Disney, London

- Spearheaded the development and implementation of quality assurance protocols to ensure compliance with industry standards and regulatory requirements across all project phases.
- Implemented data-driven quality management dashboards and reporting systems to track key performance indicators and facilitate informed decision-making.

Project Manager Operations Consolidation **Jan 2021 - Dec 2021**
Walt Disney, London

- Migration of operational television and media preparation processes, staff and equipment from various regional hubs (München, London, Istanbul, Tel Aviv) to the new centralised hub in London.
- Assignment included new E2E process design, termination of contracts with suppliers and office locations as well as transfer of jobs between departments whilst ensuring uninterrupted service delivery.

Learning Facilitator **Jan 2021 - May 2021**
Netherlands Forensic Institute

- Support a group of 8 psychologists as they go through their 6-month learning program at NFI to acquire their certification as a professional reporter on mental health status.
- In a series of 3-hour sessions, the psychologists are asked and coached on how to best address their learning questions.

Management Consultant Rights Consolidation **Jul 2020 - Dec 2020**
Walt Disney

- Development of a global title and rights migration strategy to integrate the catalogues of former FOX International Television and National Geographic with the Disney catalogue and systems for title and rights management (Salesforce, Rightsline, WHATS'On).

Product Manager Intellectual property **Mar 2020 - Jun 2020**
Walt Disney

- Developed and implemented processes for monitoring and enforcing intellectual property rights across multiple jurisdictions.

- Provided training and guidance to cross-functional teams on IP best practices to foster innovation while mitigating infringement risks.
- Collaborated with product development and legal teams to integrate intellectual property considerations into product lifecycle and market launch processes.

Project Manager Billing systems **Jan 2019 - Dec 2020**
FOX International, London

- Led the analysis and documentation of business requirements to align billing system functionalities with financial compliance and reporting standards.
- Coordinated cross-functional teams to implement a unified billing system, ensuring seamless integration with existing CRM and sales platforms.

Management Consultant Organisational Design **Mar 2019 - Jun 2019**
BNNVARA

- Conduct detailed organizational diagnostics to identify gaps and areas for improvement post-merger for a public broadcasting company.
- Develop change management strategies to support staff through transitions related to new organizational designs and processes.

Management Consultant Merger **Jan 2018 - Dec 2018**
SCIO Groep

- Facilitated stakeholder engagement sessions to foster alignment and support for merger objectives across all organizational levels.
- Led due diligence processes to assess operational, financial, and cultural aspects during mergers to ensure seamless integration and value maximization.

Project Manager Content Management System **Jan 2017 - Dec 2018**
FOX International

- Developed and managed detailed project plans to oversee timelines, resource allocation, and risk mitigation for multi-national CMS rollouts involving approximately 300 users.
- Led the end-to-end implementation of a Content Management System (CMS), coordinating cross-border teams across 30+ countries to ensure seamless deployment and user adoption.

Management Consultant Operations **Jan 2016 - Dec 2016**
Fox International

- Conducted in-depth data analysis and performance assessments to identify operational challenges and provide actionable recommendations.
- Facilitated cross-functional workshops with stakeholders to drive alignment on operational improvements and strategic initiatives.

Management Consultant Business Case review **Jun 2016 - Jun 2016**
National Regional Broadcasters

- Engaged with regional stakeholders to gather insights and challenge assumptions underlying the centralized hub concept for resource optimization.
- Evaluated the realism and feasibility of estimated cost savings and benefits through scenario modeling and sensitivity analysis.

Management Consultant Business Case **Mar 2016 - Jun 2016**
Vodafone - Ziggo

- Facilitated stakeholder workshops to gather critical insights and validate key assumptions for business case development.

- Collaborated with cross-functional teams to align business case objectives with organizational goals and market trends.
- Monitored implementation progress of approved business cases to ensure alignment with projected benefits and strategic targets.

Management Consultant New Sales Entity **Jan 2015 - Dec 2015**
Dutch Public Broadcasting

- Establish a joint venture (DutchCore) with all Dutch National Broadcasters where they collectively administer and sell their television programming rights.
- Creating the business plan, hiring people and selecting & implementing a CRM package (Salesforce) to support the day-to-day business of the new organisation.

Management Consultant Pre-merger **Jan 2015 - Dec 2015**
FOX International

- Setup of joint venture between FOX International channels, Viacom International and Discovery International to pool all their teams, systems and inventory (advertisement minutes) to increase their selling power in the fragmented Dutch market for Television advertisement campaigns.

Project Manager new Broadcast Organisation **Jan 2013 - Dec 2014**
FOX International

- Assist in setting up of new FOX Sports and FOX Netherlands organisation and processes resulting in the launch of 5 new linear and on-demand television channels after FOX bought a 49% share in Eredivisie CV, the Dutch major soccer league.

Management Consultant New product Launch **Mar 2014 - May 2014**
TERN 4K Broadcasting

- Develop business plan and launch strategy for new pan-European satellite broadcaster levering the latest technological 4K standards.
- Identifying the business model and logical planning to get to initial launch of the service within six months from start.

Management Consultant Finance Shared Services Centre **Jun 2012 - Dec 2012**
Liberty Global, Amsterdam

- Development of financial shared services centre (Build around Oracle ERP suite) for Europe based in Amsterdam.
- With the management team we developed an overarching purpose (or mission and vision statement) that helped define and drive the ambitions and type of services offered to the various countries.
- Then implemented the Purchase to Pay and Order to Cash processes.

Management Consultant OnDemand delivery HUB **Jan 2012 - May 2012**
Liberty Global, Amsterdam

- Definition of purpose and operational ambition for European wide On-Demand service delivered from the central facility in Amsterdam.
- With these policies in place, the operational organisation, processes and systems were planned and deployed.

Program Manager Post-merger integration **Jan 2011 - Dec 2011**
NEP - Dutchview

- Post-Merger Integration of the TEAM and Dutchview product-portfolio, operational process and organisation as well as housing and facilities.
- Through a detailed transition and transformation plan we guided the two merging organisation through various workshop and within various work streams to come to one newly integrated organisation.

Project Manager Operational efficiency **Jan 2008 - Dec 2011**
Chellomedia

- Implementing operational excellence processes, tools and organisational changes to driver better performance of the organisation whilst delivering distribution and associated services for 120 linear television channels across Europe through satellite and cable-distribution for approximately 15 different broadcasting clients.

Management Consultant Business Modelling **Mar 2011 - Jun 2011**
European Commission

- Development of business models for the digitising of European Archives.
- The business models show the digital archives how they can recoup chunks of the enormous cost associated with digitising their archives.

Program Manager Merger **Jan 2010 - Dec 2010**
Dutch Public Broadcaster NTR

- Managing the merger of three Dutch Public Broadcasting organisations (Teleac, NPS, RVU) into on new broadcaster (NTR).
- With the Steering Committee we developed a time-path for the organisation to allow them to integrate their activities and processes largely by themselves where we concentrated on the overall governance and making sure we deliver on time and within budget.

Management Consultant Revenue generation **Jul 2009 - Dec 2009**
Cooperation of Public Libraries

- Developing a business plan that allows more revenue generation from new digitised services to allow individual libraries to plan these new services and business models for their own locations.

Management Consultant Business plan development **Jan 2009 - Jun 2009**
Dutch Filmmuseum - EYE

- Development of business plan for the Dutch 'Film (movie) museum' that is locating to a new location and building.
- As this new location offered more opportunities to generate business, there was a desire to quantify this into a new multi-year budget that needed to be submitted to the Dutch government (to then receive adequate funding for the new location & building).

Project Manager **Jan 2006 - Dec 2006**
Dutch Public Broadcasting

- Support the creation of a new purchasing department which did not exist before.

- Due to European law, new services needed to be bought through a transparent market consultation process.
- This required the definition of blocks of 'services' that could then get purchased from the market.
- My role was to define the framework that enables this.

Managing Consultant **Jan 2001 - Dec 2006**
Capgemini, Netherlands

- Responsible to acquire and serve clients in Media & Telecom industry, managing consulting teams (10-15 people), developing management consulting capabilities at Capgemini NL.

Project Manager **Jan 2005 - Dec 2005**
Dutch Public Broadcasting

- Improving the delivery of breaking news on Radio 1, the leading new station in The Netherlands.
- Reviewed the way news is collected and when and how news is considered 'breaking' and would justify stopping the regular program.
- Continuous reflection before, during and after the breaking news situation was implemented.

Project Manager **Jan 2003 - Dec 2004**
Dutch Public Broadcasting

- Development of centralised broadcasting facility and organisation to facilitate the broadcasting of the 18 different Dutch Public Broadcasters through one process, using one shared toolset by a mix of centralised and local staff.
- Assignment also included the establishing of Service Level Agreements between all involved organisations.

Project Manager **Jan 2001 - Dec 2001**
ING

- Improve the problem-solving process as part of the overall ITIL process framework used at ING.
- Secondary the development of a dashboard for the management team to identify and drive improvement initiatives within the back-office securities.

ITIL implementation KPN Billing **Jan 1999 - Dec 2000**
KPN

- Implementing ITIL Processes for KPN Wholesale billing, specifically the Change- and problem management processes for all applications involved in the complete chain.
- This also included tactical and capacity management topics.

Process & ICT consultant **Jul 1996 - Dec 2000**
Achilles / ECSoft

- Responsible to acquire and serve clients with ICT and management advice and developing management consulting capabilities at Achilles / ECSoft.

Business development websales **Jul 1995 - Jun 1996**
Digiface

- Team member responsible for developing new business models and

attracting new clients for electronic sell trough (EST).

Courses

Lean Agile & Six Sigma – Black Belt	**2024**
Lean Six Sigma – Green Belt	**2022**
Dynamic Work Design	**2017**
Blockchain introduction	**2017**
Training for Intervision Facilitator	**2014**
Diagnosing Organizations	**2012**
Leading Organisations in Innovation	**2012**
Improve Personal Effectiveness	**2011**
Scenario planning	**2010**
Read and explain financial key figures	**2010**
Program management	**2009**
Consulting work viewed strategically	**2009**
Reinventing Business Strategy	**2008**
Approx. 10 to 15 internal consultancy courses	**2006**
PRINCE II Practitioner	**2000**

Positions

Entrepreneur
Owning management consulting firm(s).

Management consultant and Program Manager
Delivering change for clients.

Facilitator intervision

Managing Consultant & Lead Consultant

Competence cluster lead for CRM & Sales Effectiveness and Media

Career

Voorneveld Consulting	**2018**
De Bruijn & Voorneveld Consulting	**2006 - 2018**
Capgemini Ernst & Young Consulting	**2000 - 2006**

ECSoft Nederland (Consulting & Outsourcing) **1996 - 2000**

Digiface internet provider **1995 - 1996**

Education Additional Training and Certificates

Registered CRM professional

Adaptative selling

Presentation and conversation techniques

Advanced Information analysis