

# Han Prinsen

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## Key Skills

### Leadership

- Inspire, motivate, lead and coach;
- Initiate, plan, organize;
- Teambuilder; Teamplayer;
- Define strategy & goals;
- Spider in the web: making sure the right person is in the right spot.

### Communication

- Use the right mix of tools and language, verbal, non-verbal & written, from CxO to Kindergarten, from Engineers to Artists;
- Geographically dispersed, multi-national, multi-lingual teams.

### Results oriented

- Get it done;
- Create opportunities;
- Think out of the box;
- Focus on possibilities. Find instead of search.

### Program & Project Management

- Project planning, control, management, control;
- Analysis, requirements definition & prioritization, effort estimation;
- On-time, within budget;
- Multiple, complex projects in fast-changing international environments;
- Change management, business process re-engineering.

### eCommerce, eBusiness, eMarketing

- Online, B2B, B2C, B2P;
- Product Marketing, Direct Marketing, Online Marketing;
- Lead & revenue generation, awareness.

**Passionate, Energetic, Go-getter, Flexible, Reliable.**

## Professional Experience

### Intershop Communications - Stuttgart, Germany

Jul 2011 – Dec 2013

#### Senior Program Manager

- Enabling the project team to deliver while keeping the customer happy.
  - Successfully managed large (\$1M+) software development projects, integrating web shops / ecommerce platforms in customers operations (Germany, US, UK; Chemicals, Fashion). Acted as interface between the customer and development teams, R&D and Support. Advice, sparring partner.

### Sun Microsystems - Amersfoort, the Netherlands

Dec 2008 – Mar 2011

(Global eBusiness, as of Oct 2010 Oracle Worldwide Alliances & Channels)

#### Global eBusiness Program Manager

- Business owner for 300+ global multilingual eBusiness venues, total revenue several \$100M's. Managed multiple complex eBusiness programs. Defined eBusiness services strategy.
  - Managed integration between customer & partner facing web applications and internal Oracle 11i infrastructure. Managed budget, resources, vendors, consultants. Defined engagement models. Analyzed and defined (current and future) business requirements.

### Sun Microsystems - Amersfoort, the Netherlands

Oct 2004 – Dec 2008

(Business Strategy & Development)

#### eCommerce Manager

- Business owner for 300+ global multilingual global eBusiness venues (50% growth in 4 years) in 59 countries, total revenue several \$100M's (stakeholders = executive, country & partner management).
  - Received "Sun Hero Award" for outstanding contributions to launching new eBusiness platform ('06).
  - Successfully implemented lead- & revenue-generation pilot (turning clicks into \$\$: costs \$9K, target revenue \$100K, actual revenue \$450K, pipeline several \$M's).
  - Successfully incorporated lead-generation pilot into Teleweb initiative globally.
  - Successfully managed project to consolidate stand-alone eBusiness venue on corporate global eBusiness platform.

- Successfully managed project to implement new global Content Management System.
- Acted as interface between Business and IT. Analyzed and defined (current and future) business Requirements. Managed budget, resources, vendors, consultants. Developed eBusiness strategy.
- Business process re-engineering and optimization, Change management. Six Sigma.

**Sun Microsystems - Amersfoort, the Netherlands**

Dec 2002 – Oct 2004

(iServices Global Programs)

*eCommerce Manager*

- Business owner for 200+ (100% growth in 2 years) global multilingual eBusiness venues.
  - Successfully managed project to develop new Content Management System. Managed operations (4 FTE) of content management system (12,000+ parts) and eBusiness venues.
  - Received “Sun Super Star Award” for outstanding contribution and performance (‘03).
  - Successfully developed a global dynamic content management & publishing framework.
  - Successfully re-negotiated global localization contracts, reducing costs by 32%.
  - Vendor and package selection (proof of concept, piloting, implementation).
  - Managed budget, resources, vendors, consultants, geographically dispersed project teams.

**Sun Microsystems - Amersfoort, the Netherlands**

Sep 2001 – Dec 2002

(EMEA eCommerce Services (reporting dotted line to the Director of Sales Operations in the USA))

*eBusiness Program Manager*

- Responsible for management and operations of global, multilingual eBusiness venue, content management system, operations team (4 FTE) and supporting vendors. Drove adoption of eBusiness tools & internationalization of Sun’s web specifications. Member of EMEA Product Marketing Council.
  - Defined and executed strategy for global content management and localization; Consolidation, harmonization and re-engineering of global business processes & systems.

**Sun Microsystems - Amersfoort, the Netherlands**

Nov 2000 – Sep 2001

(EMEA eBusiness)

*Business Manager*

- Responsible for management and operations (4 FTE + vendors) of 100+ global, multilingual eBusiness websites (grown from 0 in 1.5 years) and content management system.
  - Re-engineered and harmonized business processes used for product announcements.
  - Successfully expanded product offering on eBusiness venue (inclusion of services and additional hard- and software products).
  - Successfully increased revenue by developing methods to sell highly complex products.

**Sun Microsystems - Amersfoort, the Netherlands**

Jun 1999 – Nov 2000

(Volume Product Sales)

*eBusiness Manager*

- Responsible for development and operations (2 FTE + vendors) of global multilingual eBusiness webshop and content management system.
  - Successfully managed development, implementation and global roll-out of multilingual (14 languages) content management system and eBusiness venue in 12 weeks.
  - Defined content creation, maintenance and operating procedures. Business process re-engineering.
  - Defined product marketing strategy; Developed and implemented structured marketing programs to increase awareness and drive sales.

**Sun Microsystems - Amersfoort, the Netherlands**

Jan 1994 – Jun 1999

(SunExpress)

*EMEA Product Marketing Manager*

- Responsible for definition and management of marketing and product strategy, product portfolio, product mix and pricing strategy, revenue and volume targets. Managed the Product Marketing team (3 FTE). Created hard-copy product-catalogs & direct-mail campaigns. Lead & revenue-generation.
  - Usage of Internet as integral marketing-tool (awareness, lead-generation).
  - Conducted & managed market research and competitive analysis.
  - Received award for successful implementation and maintenance of ISO9000 procedures.

**Island Graphics Europe - Amsterdam, the Netherlands**

Jan 1991 – Jan 1994

*Manager Technical Services*

- Responsible for setting up and managing European Support organization (supporting distributors, resellers and end-users).
  - Responsible for product marketing: market introductions, requirements definition, beta-testing, quality assurance. Developed & delivered technical and application-training. Localization of applications and documentation. Managed IT infrastructure for EMEA.

**Genigraphics / Pansophic - Hoofddorp, the Netherlands**

Jun 1988 – Jan 1991

*Technical & Marketing Support Representative Europe*

- Development and delivery of product and technical training, product demonstrations, technical- and pre-sales support to the sales force, resellers and end-users throughout Europe. Installation of hard-and software. Trouble-shooting. Beta-testing.

**Euro-Elektro Systeembouw - Leek, the Netherlands**

Jun 1986 – Jan 1987

*Industrial Automation Engineer*

- Automating production processes (food, pharmaceutical) utilizing PC's and PLC's

**Education**

- Prince2 Foundation: 2004: Certified
- NIMA B (Bachelor Marketing): 1996-1997: Graduated
- University of Applied Sciences (HTS): 1985-1986: Bachelor Business Administration  
1981-1985: Bachelor Electrical Engineering
- Secondary School (HAVO): 1976-1981: Graduated
- Primary School: 1970-1976: Graduated

**Professional Development & skills**

- Communication-styles, conflict management (Tandoo)
- Personal development, effectiveness and growth, people management (Essence Trainings)
- Personal management (Intermediar Training)
- People management (Intermediar Training, Sun internal)
- Interpersonal skills (Intermediar Training, Sun internal)
- Project Management (Intermediar Training, Sun Internal)
- Program Management (Intermediar Training)
- Six Sigma (Sun internal)
- Internet, Direct & Database Marketing (Dr. Cor Molenaar)
- Various sales, marketing and technical courses
- Language skills:
  - Dutch: Native
  - English: Full professional proficiency
  - German: Full professional proficiency
  - Frisian: Limited working proficiency
  - French: Elementary proficiency
- Computer literate (Internet, Social Media, Outlook, MS Office, MS Project, MS Windows, Open Office, OS X, iOS, Android)
- Other activities:
  - Manager and coach at football club
- Driver's license BE