



Hi! I am looking for a new opportunity

Roland Hofstra

Product Owner and Co-Founder

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STUDIES	MSc Innovation Sciences BSc Future Planet Studies
LANGUAGES	Dutch (native) and English (advanced)
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Summary

My name is Roland Hofstra and I am a Product Owner, Co-Founder, and Digital Creative. Throughout my career, I have had a multitude of different experiences and gained a diverse set of skills. Currently, I am focussing on Product Ownership and Startups. As both an analytical and creative person I tend to be most valuable in complex projects that are either in a starting or growing phase.

Because I started as a digital creator at the age of 12, I have obtained a skillset that overlaps technological aspects (e.g. web/app development and UX/UI design) with business aspects (e.g. Product Ownership/Management and Startup skills). In my educational career, I obtained a Master of Science (MSc) degree in Innovation Sciences (120 ECTS). Preceding this I have obtained a Bachelor of Science (BSc) degree in Future Planet Studies. Experienced in qualitative and quantitative research with various focus, mainly societal challenges and innovation theories.

In my latest two professional endeavors, I have co-founded a small consultancy business in the building asset management industry and I have co-lead the development of a service-product inside an engineering firm that had an innovative and digitalized approach for advising building owners surrounding making buildings more sustainable.

About me

Experience

- Product Ownership
- Product and Startup Management
- Web- and app development
- UX/UI design
- Requirement analysis
- Salesforce
- Project management
- Web and graphic design
- Creative concepts

Themes

- Complex interdisciplinary problems
- Process automation
- Innovation
- Building energy and renovation
- Climate change and energy
- Care innovation
- Online and offline marketing
- Building asset management
- Societal/Political issues

Personality



“ARCHITECT”

INTJ (-A/-T)

*Imaginative and strategic thinkers,
with a plan for everything.*

[Read more](#)

Work Experience

2019 - NOW



Co-founder
Amsterdam

In 2019 I engaged in building a new company to accelerate sustainable renovation and innovation in the real estate development industry: Renor BV. Together with a co-founder I have created a small consultancy firm with the aim to standardize and digitalize advice for asset managers to inform on the possibilities and business case of sustainable building projects and guide the decision making processes.

www.renor.nl

2004 - NOW



Product Owner & Digital Creative (Freelancer)

Mijdrecht - Amsterdam

Responsibilities

- Project management of the developments of websites and online campaigns.
- Requirement engineering, web design and user experience design for a multitude of websites.
- Offline design for brochures, flyers, posters, magazines, etc.
- Creative brainstorming for starting SME's regarding their online strategy
- Acquisition of new clients and new projects
- Recruiting and managing outsourcing contracts

Skills

- Web design
- Graphic design
- Branding
- User Experience Design
- Web development
- Project and account management (SME's)
- Scripting
- Animation
- Video and audio editing

2014-2015



Initiator Startup

(Ended)

- Initiator and concept developer of a cross-device peer-to-peer sharing app focused on trading of toys and games between kids and their parents.
- I was responsible for the user experience and graphic design, the test phases and writing a business plan.
- Following the Lean approach a Minimal Viable Product was created using

2017 - 2019



Lead Product Owner FastLane

Amsterdam

As the former leading **Product Owner** at FastLane (a corporate platform-based startup within Royal HaskoningDHV) I was responsible for the initiation and execution of products that drive **sustainability innovations** within the real estate development industry. With my oversight, and the collaboration of the product team (developers, product owners, and (UX) researchers), we have taken FastLane from an abstract idea and turned it into a stand-alone revenue generating business.

In addition to product development I **co-led** the creation of our *vision, roadmaps* and *prioritization of deliverables*. On a daily basis I was occupied as the executive of product roadmap deliverables which mostly consists of team and stakeholder management, and guiding the research, development and delivery of new features.

Experience themes

- building energy modeling/API and renovation
- measures
- customer-facing portal with real-time insights
- PSA (Professional Services Automation)
- Salesforce
- user Experience and service design research
- top-level stakeholder management
- on-sight inspection tablet application

2015



Online Marketing and Communication Specialist

Mijdrecht

Responsibilities

- Project management of the developments of websites and online campaigns.
- Account management of some clients to see where their digital presence or processes could be improved
- Helped in laying the foundation for Switch to hire more employees to produce more online related services.
- Web design and User experience design for several websites.
- Creative brainstorming on online and offline marketing campaigns.

2015



VPRO Tegenlicht | Webeditor (Internship)

Hilversum

At VPRO Tegenlicht I was part of the online editorial team. VPRO Tegenlicht is a documentary TV show which aims to grasp the quintessence of prominent trends and developments in the practice of critical journalism, and tries to improve understanding of the intricate inner workings of our modern society. I was involved in writing journalistic articles, video interviewing and editing and maintaining and improving social media channels

Education

2015 - 2017



Innovation Sciences MSc

UTRECHT UNIVERSITY (UU) - 120 ECTS

The Innovation Sciences program has taught me how to transform new ideas into marketable innovations and to manage and promote innovation processes within companies as well as in society at large. Following this Master's program developed my qualitative and quantitative research skills, my knowledge about how innovation can and should be approached within firms and society, and created theoretical insights in business processes.

Relevant completed courses

- Societal Challenges & Innovation Theory
- Quantitative and Qualitative Innovation Analytics
- Knowledge Management
- Innovation Systems and Processes

Relevant hands-on projects

Master's Thesis: Conducting an independent qualitative multi-stakeholder research on the scarce scaling of IT healthcare technologies that enable aging in place.

Consultancy project: Qualitative research on what factors determine the quality of prospective network partners in the creative services industry.

Quantitative Analysis and Innometrics: Experience with data mining, data cleaning, data analysis and data visualization. Familiar with e.g. analyzing patent databases, and social network analysis between scientific authors. Research project on the influence of quantitative measures of knowledge creation on the financial performs of firms.

2011 - 2014



Future Planet Studies BSc

UNIVERSITY OF AMSTERDAM (UVA) - 180 ECTS

The Future Planet Studies program focusses on creating interdisciplinary solutions on complex, contemporary sustainability challenges such as climate change, energy transitions, and food and water supply. Within the program I followed the Major International Relations, which focused on the international political aspects of global issues such as climate change, war, and the global economy. Following this Bachelor's program developed my interdisciplinary thinking and reasoning when faced with complex challenges, and allowed for learning various skills in different disciplines.

Relevant completed courses

- Future challenges, Innovative Solutions
- Energy transitions
- Political Economy
- Political Structures and Processes

Relevant skills

Essays: Over the course of the program, a substantial essays have been written over a variety of subjects. E.g. food production systems, energy transitions, and future scenarios.

Skills: E.g. stakeholder analysis, interdisciplinary research, earth surface analyses using Geographical Information Systems, modelling and scenario building.

2001-2007



VWO

Veenlanden College, Mijdrecht

Hoofdrichting: Economie en Maatschappij