



## Edwin Korver (Gonzalez)

PEOPLE-ORIENTED, CONCEPTUAL THINKER, ENTREPRENEURIAL



### MY DRIVES

*Being a longtime entrepreneur (20+), I'm fully aware that (a culture of) innovation is not an option: it is essential for a business to remain competitive and to profit from fast arising new business opportunities.*

*As a CEO of a midsize B2B hosting provider I've initiated and led several innovation projects. We were amongst the first (in the Netherlands) to introduce livechat on our website; in introducing an all-encompassing management panel; and in building the first cloud CMS (content management system).*



### RECENT

Besides being CEO of Enternext I've held several management positions. In 2014 I joined InfinAgora as their *Social Business Director a.i.* and in 2015 I was offered a *Chief Digital Officer a.i.* position at TresBizz.

My **greatest achievement** is a full analyses of the 360-degree customer lifecycle, resulting in a cross-silo mapping system, called the ROUNDMAP™. Aimed at optimizing performance of all customer-facing operations, while steering towards emotional engagement and sustainable value creation.



### MORE INFO

- <http://edwinkorver.com>
- [twitter.com/edwinkorver](https://twitter.com/edwinkorver)
- <https://icity.nl>
- [twitter.com/icity](https://twitter.com/icity)
- <https://customerdynamics.nl>
- [twitter.com/tenfore](https://twitter.com/tenfore)
- <https://customersonar.com>
- [twitter.com/roundmap](https://twitter.com/roundmap)

### Sr. Consultant/CEO/CMO/CSO/CDO

Digital • Innovation • Strategy • Value Creation • Design Thinking

**My mission is to help businesses to optimize the performance of all frontline operations (marketing, sales, fulfillment and coalignment), discover new growth opportunities, and to inspire employees and customers to become more engaged.**

Following a successful international career in ICT, working for companies like CMG Finance (now CGI Group) and Dow Jones, I spotted a new trend in 1998: the rise of the Internet. I was quick to accept a general management position at one of the largest consumer ISPs in the Netherlands but soon realized that the need for reliable business hosting had yet to erupt. When the ISP was acquired by WorldOnline, I decided to establish a new B2B hosting provider. Besides web- and server hosting, for customers large and small, we've developed two successful cloud-based business applications.

Additionally, in 2014 and 2015, I accepted a senior management position (Social Business Director) at a very promising start-up, InfinAgora. Unfortunately the business fell short on funding and had to end its operations before it was able to bring the service to market. Afterwards, I was asked by TresBizz to become their Chief Digital Officer and successfully transformed the business into a customer-focused, fully digital operation.

In 2016 I choose to invest and finish in what I had started in 2013: creating an integrated mapping system of all front-line operations. In 2014 the largest social marketing blog worldwide, Social Media Examiner, [had already picked up on an early model](#). After 2,5 years I was able to finalize what I now regard as my life's work: the ROUNDMAP™

*Similar to an assembly line in a production process, the creation of a customer is being organized as a sequential, compartmentalised, and repetitive process. Essentially, the ROUNDMAP is the equivalent of an assembly line planning system, applied to customer creation and retention. ROUNDMAP drives engagement, [which increases results by 3.4](#)*

Although my ambition as an entrepreneur remains very much vibrant, I do recognize that the adoption of the ROUNDMAP™ takes time. In the meanwhile, I very much like to apply my deep understanding of the underlying customer dynamics to real business cases.

*FYI: After twenty years I sold the hosting business in March of this year (1998-2018).*

I will be honored to join your company and help build a team of high-potentials. And to focus on performance and growth by driving innovation in the widest sense of the word, i.e. product, service, customer, process, and/or business model innovation.

Your Sincerely





## PROFILE

**Motto:** common sense prevails. **Traits:** People-oriented, conceptual thinker, cooperative, integrative, inspiring. **Workplace:** Creative, human-centric, entrepreneurial, autonomous and friendly. **Personality:** Extravert, intuitive, feeling, perceiving (ENFP).



## SKILLS

LEADERSHIP	<div><div></div></div>
MARKETING	<div><div></div></div>
INNOVATION	<div><div></div></div>
ENTREPRENEURSHIP	<div><div></div></div>
DIGITALIZATION	<div><div></div></div>
INTERNET	<div><div></div></div>



## LANGUAGES

DUTCH	<div><div></div></div>
ENGLISH	<div><div></div></div>
GERMAN	<div><div></div></div>



## HOBBIES

### Golf (GVB)

Playing golf clears the mind, relaxes and offers just the right level of competitiveness.

### Yachtsailing (CWO)

I'm passionate about yachtsailing and received CWO training. I'm certified for coastal sailing.



## JOB EXPERIENCE

### TENFORE BV

CEO

2015 - now

Management consultancy, focusing on customer health, emotional engagement, value creation, business development, and growth strategies. Home to the ROUNDMAP™

Ad interim: **TresBizz BV, Chief Digital Officer (2016, 12 months)**

A global webstore (2 M/M). Responsible for all customer-facing operations.

Ad interim: **InfinAgora BV, Social Business Director (2015, 6 months)**

Helped establish a proof of concept. Lead a team of marketers and market researchers.

### ENTERNEXT BV

CEO (20 years)

1998 - 2018

A B2B hosting provider and cloud application builder; est. in 1998 and sold in 2018.

Ad interim: **The Internet Plaza BV, General Manager (1998, 6 months)**

Shortly after accepting the role of GM the company was acquired by WorldOnline.

Ad interim: **CMG Finance BV, Consultant (1998, 6 months)**

Helped to transition former Micrognosis customers to CMG Finance.

### DOW JONES INC.

Senior Product Manager

1997

Leading provider dealingroom platforms. Left to protect the interests of Unilever.

### MICROGNOSIS INC.

Internat. Account Manager

1995 - 1997

Leading provider of financial dealingroom platforms. Managed several international banks and other major financial institutions (Dutch Central Bank, ING Bank, etc.)

Ad interim: **Tenfore Holland BV, Sales Manager (1994, 6 months)**

Led a team of 20 telesales to generate sales leads; entry-level financial trading platform.

Prior positions (international account management, ICT) can be found on LinkedIn.



## EDUCATION

### NCD Academy

Governance Essentials

2015

Management education (8 days) for non-executive board members. [NCD Academy](#) is accredited by Cedeo. NBA/ VTW awarded this training with 80 PE points.

Over the years I've **completed many courses**: NIMA-A, system management and analyses, various sales trainings, financial trading, leadership, growth, etc.

In order to construct the ROUNDMAP™ I've read 100+ management books, 1000+ articles, and scientific research on business modeling, valuation, leadership, etc.

### Rotterdam University of Applied Sciences

1982 - 1986

Civil Engineering - no diploma due to family circumstances.



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### A ROUNDMAP™

An integrated mapping system of all customer-facing (frontline or front office) processes. To measure their performance we need to understand the customer dynamics that forge strong customer bond. While in order to optimize the performance all processes will have to fit seamlessly together.



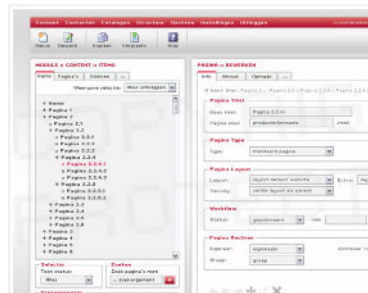
### B PAGEPERSON®

The most advanced video spokesperson system in the world. I stumbled on a video from LiveOnPage and offered to distribute their solution in Europe. After 3 months of waiting for a formal confirmation, I decided to develop PAGEPERSON from scratch. A team of engineers in India developed the Flash player, the back-office was designed by myself. Customers were ANWB, KPN, SONY, Intershop, etc.



### C CLOUDCMS

Before Wordpress was a household name, website owners didn't have a lot of choices to maintain their own website. So I decided to build a CMS. Rather than a stand-alone system, I designed it with a central core, which allowed for easy upgrades. Customers were: VBA Almere, Zakenfestival, etc.



### D ICITY.NL

iCity Magazine started as a social media blog in 2010, but in 2015 - inspired by Kevin Kelly's Wired Magazine - I decided to expand to a wider range of subjects. Today we write about technology, digital, marketing, leadership, science, (social) media and innovation.



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