



# Edwin Korver (Gonzalez)

PEOPLE-ORIENTED, CONCEPTUAL THINKER, ENTREPRENEURIAL



## MY DRIVES

*As 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, to cope with disruption 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)
- <http://roundmap.com>
- [twitter.com/roundmap](https://twitter.com/roundmap)

**My mission** is to support businesses by assessing and improving the health of all frontline operations [1]; by designing unsurpassable customer experiences [2], using state-of-the-art digital techniques; and by uncovering new growth opportunities [3]. **In order to** help it profit from an attainable increase in profitability [4] by as much as 340% (source: Gallup), by boosting customer and employee engagement through value creation, collaboration, and adhering to the principles of servant leadership.

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 founded a B2B hosting provider. Next to web- and server hosting, for customers large and small, we've developed two successful cloud-based business applications.

In 2014, during a presentation of one of our webapplications, I was offered the position of **Social Business Director** at InfinAgora. I accepted, but sadly, 6 months later, the company failed to secure funding to up-scale the operation. When I was asked by TresBizz, one of our hosting customers, to help them transform into a **digital business**, I accepted.

But in 2016 I choose to finish what I had started in 2013: creating an **integrated mapping system of all customer facing 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 the **ROUNDMAP™** (opportunity cost: 200.000 euro).

*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, retention and extension. The ROUNDMAP™ drives engagement and significance.*

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 would like to apply my experience and deep understanding of the customer dynamics as widely as possible.

I will therefore 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

  
Edwin Korver

My resume is attached for your consideration





# Edwin Korver (Gonzalez)

PEOPLE-ORIENTED, CONCEPTUAL THINKER, ENTREPRENEURIAL

Korenbeursstraat 6, 1335 XM Almere - 05/06/1965 - married - driver's license BE



## PROFILE

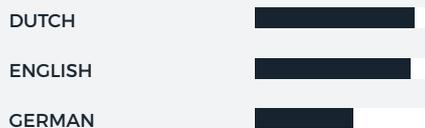
**Motto:** common sense prevails. **Traits:** People-oriented, conceptual thinker, cooperative, integrative, inspiring. **Workplace:** Creative, human-centric, entrepreneurial, autonomous and friendly. **Personality:** Extravert, intuitive, feeling, perceiving (ENFP).



## SKILLS



## LANGUAGES



## 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 & Founder** 2016 - now

Management Consultants. Expertise: customer dynamics, customer experiences, customer intelligence, emotional engagement, value creation, business models, digital innovation, growth strategies, and health monitoring. Creator of the ROUNDMAP™

TresBizz BV, **Chief Digital Officer** (2016, 12 months) a.i.

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

InfinAgora BV, **Social Business Director** (2015, 6 months) a.i.

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

ENTERNEXT BV **CEO & Founder** 1998 - 2018

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

The Internet Plaza BV (WorldOnline), **General Manager** (1998, 6 months) a.i.

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

CMG Finance BV (CGI Group), **Management Consultant** (1998, 6 months) a.i.

Transitioning former Micrognosis customers to CMG Finance.

DOW JONES INC. **Sr. Product Manager** 1997

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

MICROGNOSIS INC. **Sr. 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.)

Tenfore Holland BV, **Sales Manager** (1994, 6 months) a.i.

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 training (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, system analyses and programming (AMBI), 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



