

Olaf van der Kraaij

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Experience



Stibo DX

Senior VP Product Management

Jun 2023 – Sep 2025, Leiden, Netherlands

- Led product strategy and roadmap teams for CUE products: CMS, DAM and Print.
- Aligned engineering, UX, and commercial teams around product priorities.
- Drove enterprise customer engagement and translated insights into product evolution.



Stibo DX

Senior Project Manager

Mar 2022 – Jul 2023, Leiden, Netherlands

- Delivered enterprise implementations for global customers like Rossel, RSI and AAP.
- Optimized delivery processes and cross-team communication.
- Managed customer expectations and ensured successful onboarding.



Vizrt

Project Manager

Jan 2018 – Apr 2022, Leiden, Netherlands

- Delivered media systems for customers like AvroTros, FC Barcelona, Axel Springer and TF1.
- Coordinated cross-functional resources.
- Improved project delivery frameworks and customer satisfaction metrics.



Vizrt

Sales Manager

Jul 2016 – Dec 2017, Leiden, Netherlands

- Developed commercial opportunities in European markets for MAM and Graphics.
- Engaged with key accounts and presented solutions.
- Collaborated with project teams to shape customer-centric solutions.



Stibo DX

Product Owner

Feb 2013 – Jun 2016, Atlanta, USA

- Owned backlog and feature prioritization for the digital frontends.
- Defined product requirements based on customer insights and analytics.
- Worked closely with engineering teams to deliver high-quality releases.



Stibo DX

VP Digital/Project Manager

May 2014 – Dec 2015, Atlanta, USA

- Led digital strategy initiatives across customer portfolios in the Americas.
- Supported digital transformation projects.
- Acted as senior liaison for Sales and executive stakeholders.



Vizrt

Project Manager

Jan 2011 – Dec 2013, Oslo, Norway

- Managed end-to-end delivery of Vizrt solutions for customers like TVN, RSI and Reach.
- Improved delivery workflows and documentation.
- Supported teams with technical and operational coordination.



Vizrt

Consultant

Oct 2009 – Dec 2010, Oslo, Norway

- Provided product expertise to clients during implementation.
- Configured systems to customer requirements.
- Trained editorial and customer teams on editorial workflows.



AD NieuwsMedia

Web Developer

Nov 2008 – Oct 2009, Rotterdam, Netherlands

- Built and maintained editorial web features for the high-traffic news site ad.nl.
- Optimized performance and stability across digital products.
- Collaborated with journalists and editors to deliver digital storytelling tools.



Forest & Fields

Software Consultant

Feb 2006 – Oct 2008, Leiden, Netherlands

- Provided product expertise to client newspapers like Trouw.
- Configured Escenic products to customer requirements.
- Configured mail software product to customer requirements.



Labomed Europe

Sales Assistant

Feb 2005 – Jan 2006, Rotterdam, Netherlands

- Supported sales operations for optical equipment lines.
- Managed customer inquiries and order administration.
- Coordinated logistics and product information.



Orange

Editor and Marketing Assistant
Apr 2004 – Oct 2004, Madrid, Spain

- Created editorial content for mobile devices.
- Supported marketing initiatives and promotions.
- Worked with news agencies for content delivery.



McDonald's

Manager
Feb 2003 – Aug 2003, The Hague, Netherlands

- Managed restaurant operations and team scheduling.
- Ensured service quality and customer satisfaction.
- Trained new employees on procedures and standards.



Ashland Inc.

Employee Accounts Receivable
Jul 2000 – Jan 2003, Rotterdam, Netherlands

- Processed international invoices.
- Improved accuracy and speed of invoice processing workflows.
- Maintained customer account relationships.



Business Talen Rotterdam B.V.

Dutch Teacher
Jun 1996 – Jan 2003, Rotterdam, Netherlands

- Taught Dutch to international professionals.
- Developed customized lesson plans and materials.
- Assessed student progress and tailored instruction.



ANWB

Call Center Employee

Apr 1998 – Aug 1998, Lyon, France

- Handled customer service calls for Dutch customers in France.
- Provided roadside assistance coordination.
- Coordinated with partners for repairs.



McDonald's

Employee

May 1997 – Dec 1997, Florence, Italy

- Delivered fast and friendly service at a restaurant in Italy.
- Supported kitchen and cashier operations.
- Maintained cleanliness and safety standards.



McDonald's

Employee

Jul 1990 – Mar 1997, Rotterdam, Netherlands

- Delivered fast and friendly service at a restaurant in Rotterdam.
- Supported kitchen and cashier operations.
- Maintained cleanliness and safety standards.



Siemens

Export Sales Assistant

Feb 1993 – Aug 1993, München, Germany

- Supported export sales operations for industrial products.
- Coordinated documentation for international shipments.
- Worked on the placement report.

Education



De Haagse Hogeschool
Bachelor of ICT
2005 – 2008, The Hague, Netherlands



Hogeschool voor Economische Studies
Bachelor of Business Administration
1989 – 2005, Rotterdam, Netherlands

Languages

- English – Full professional proficiency
- Spanish – Full professional proficiency
- German – Full professional proficiency
- Italian – Full professional proficiency
- French – Professional working proficiency
- Dutch – Native or bilingual proficiency

Skills

- International Business Experience
- (Technical) Project Management
- Product Management and Ownership
- Staff Management
- International (technical) Sales