



Ron Toekook

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The Short Version

Profile

What I do best is create great customer experiences. From that, all the rest will follow. I have extensive experience in business- and product development, sales and marketing for telecom, broadcast and the entertainment industry. Especially when it comes to digital/online. To paraphrase the Wayne Gretzky: "I move to where the customer is going to be, not where he has been."

Specialities

- Online sales, marketing, business- and product development
- Strategy and market developments such as social media and mobile
- I understand how to connect design and UX with IT-development
- Contract negotiations, outsourcing
- Business analyses

Experience

Tele2 Group AB, Stockholm

Oct. 2010 - Oct. 2012

Manager Digital Marketing & Communication (142 FTE online company wide)

(Feb. 2011 – Nov. 2011: acting Director Online)

(Nov. 2011 – Oct. 2012: Area UX, Design & Social Media)

Created and executed online strategy for all tele2.xx-sites in 11 markets with 34 million customers. Set up projects in all countries including multi-region countries like Russia and Kazakhstan, syncing up the business units, IT, customer care and outsourcing companies. Assisted local markets in development and designing best online experiences for customers (sales went 450% up). Set roadmaps (both deployments and systems) and steered local markets to become professional online teams. Strong focus on lower costs through clear objectives and requirements.

Tele2 NL, Amsterdam

July 2009 – Sep. 2010

Manager Web Competence Center

Managed online team NL (7 FTE). Local online strategy and execution. Lead redesign all tele2 sites (architecture & UX). Day-to-day operations.

Manager Production & Interactive Platforms

Mar. 2007 – June 2009

Responsible for Eredivisie live broadcasts and distribution (12 FTE). Producer live soccer shows. Manage IPTV and online operations. Design next gen IPTV-product (current).

Senior Product Manager IPTV (2006-2007)

Hogeschool van Amsterdam

Docent Television & Interaction (2006-2008)

Streamline Studios, Amsterdam

Manager Film, TV & Animation (2003-2006)

Develop international strategy and IP for gaming/film-formats. Build digital/creative workflows for animation and games. Produce digital content.

Education

MBA Innovation Management (expected end date Q1 2013)

Post HBO Intro. To Telecommunication - certified

European Interactive Concept Developer (CIATV) – graduated

Bachelor Cinematography & Lighting