

# GUIDO VAN EIJSDEN – CV

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in <https://www.linkedin.com/pub/guido-van-eijsden/27/758/116>

## PROFESSIONAL SUMMARY

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Pragmatic, hands-on and structured management professional with 13 years financial services consulting experience and 3 years mobile app entrepreneurship. Committed to deliver real and tangible value. Drives company growth by building internal and external relationships based on knowledge, trust, honesty and true value delivery.

## SKILLS

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- **Communication** – can quickly adjust to the personality and level of the counterpart, adapting key points and level of detail accordingly.
- **Analytical thinking** – able to drill down big problems into smaller structured parts and give a complete solution.
- **Document creation** – a straightforward approach to documents. The right amount of information, in the right order, at the right level of detail, specified for the target audience.
- **Presentation** – Experienced presenter for audiences of up to 200 people.
- **Relationship building** – build relationships based on knowledge, trust and honesty.
- **Stakeholder Management** – build and sustain relationships with key stakeholders.
- **Program and Project Management** – 13 years experience in managing big, complex IT projects.
- **Financial services industry knowledge** – experience in Banking, SEPA payments, Capital Markets (Murex) and Asset Management.
- **Digital Product Management** – experience in designing and developing digital products and bringing them to market.

## WORK HISTORY

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### FOUNDER – MOTOMAPPERS

JANUARY 2014 - CURRENT | AMSTERDAM & MEXICO CITY

MotoMappers offers iOS Apps for Motorcycle Navigation. The newest app 'Scenic' is a full alternative and direct competitor for expensive Motorcycle GPS Units.

As founder, owner and independent developer Guido is end-responsible for the financial success or failure of the business. As such Guido fulfills many tasks:

- **Strategy** – Research market data, app usage, user feedback, beta test results, competition and sales data to guide strategy development. I.e. what functionalities to offer/add, what UI/UX changes to make, what business monetization strategy to follow, etc.
- **Marketing & Sales** – Seek out and shape partnerships with well know websites and organizations in the field. Optimize the MotoMappers website and blog to boost traffic. Seek out and create opportunities to increase visibility and continuously drive and grow app downloads.

- Technology – Design, Build and Maintain the MotoMappers Website, the Apps and their server side backend. This includes UI/UX design, Technical Architecture and DB design, Coding of the App, Coding of the integration/sync interfaces, Coding on the server backend.
- Operations – Handle support requests and other user feedback. Continuous improvement and maintenance of the App, Website and Partnership Integrations.

## **SENIOR MANAGER – ACCENTURE**

NOVEMBER 2000 - DECEMBER 2013 | AMSTERDAM

Directly from university Guido started at Accenture as an analyst. 13 years later he left as a Senior Manager with 3 years at level. In those 13 years Guido worked in the financial services industry, specifically capital markets and payments. He has been involved in many projects at a wide range of financial institutions. In the end he was program manager for a multi million-dollar program of 40+ FTE. His industry expertise covers banking and capital markets. As a Senior Manager Guido was known for his ability to motivate people and teams, his relationship building with stakeholders, his strong analytical skills, his structured approach towards project management and his ability to quickly absorb new content and adjust to different organizational cultures and styles.

## **EDUCATION**

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### **MASTER OF SCIENCE – TECHNOLOGY MANAGEMENT**

2000 | EINDHOVEN UNIVERSITY OF TECHNOLOGY

### **BACHELOR OF SCIENCE – APPLIED PHYSICS**

1997 | HOGESCHOOL LIMBURG - SECTOR TECHNIEK

## **PROFESSIONAL CERTIFICATIONS**

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### **FOUNDATION – PRINCE2**

2003

## **LANGUAGES**

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**Dutch** : native language  
**English** : fluent (full professional proficiency)  
**Spanish** : intermediate (limited working proficiency)  
**German** : intermediate (limited working proficiency)