Personalia

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| Company | Maes Consultancy |  A person wearing glasses  Description automatically generated with medium confidence |
| Address | J. Homan van der Heideplein 48 |
| Postal code / City | 3604DK Maarssen |
| Date of birth | 06-22-1966 |
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Profile

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| Driven and energetic Enterprise architect with 23+ years of experience specializing in Digital transformation, IAM/IGA, Customer experience, Data, Integration and creative and analytical challenges. Ambition to design and realize architectures that align with the business vision/goals and requirements that truly add value to the business. Experienced in presentations, workshops, training and designing and realizing complex end-to-end chains, applications and integration within large and SME companies. Strong in the area of business and IT alignment and connecting with stakeholders in which his technical and teaching backgrounds are applied in an effective way. Is challenged to acquire vision and needs together with the business which is then translated into roadmaps and aligned (Enterprise) architecture and ICT solutions. Profound in designing and realizing methodologies in the area of architecture, requirements management, software design and the development of applications. | ***Specializations**** Enterprise and ICT architecture: Digital – CX – Data - Integration – Cybersecurity - (C)IAM - IGA
* Digitalization / OpEx, Omni-channel/Total-experience
* Business/IT alignment, information planning
* APIs, API management (AIS), Microservices, Service-oriented architecture, Cloud and security
* Creative and analytical challenges. Provide insight into complex matters
* Colligating/connecting, open communication & pragmatism
* TOGAF, DYA, GEA, Novius, TM Forum, Archimate,
* SAFE, Agile, DevOps, Scrum, RUP
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| ***Recent assignments/roles**** Architect Roles and Rights/IGA (WUR)
* Enterprise Architect (CNV)
* Enterprise Data Architect (NS)
* Domain architect P&OC (Transavia)
* Enterprise Architect (CNV)
* Digital Domain Architect, Epic/Product owner/Team manager (Priva)
* Domain architect Education (EUR)
* Architecture Capability/maturity Schiphol
* Domain architect Enrolment/Alumni (Windesheim)
* Enterprise / IT architect Digital (Essent)
* Domain architect Customs (Vopak)
* Consultant / trainer Vlocity (Cognizant)
* Digital reference architecture, IT Strategy, Architecture process (Telfort Zakelijk)
* Domain architect Education – integration architecture, information planning 2015, Tender of digital assessment (SaaS)
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| ***People and culture***True team player with the opinion that collaboration is of utmost importance within organizations and (large) projects. Proficient at communication, feels at home in a dynamic environment. Can truly balance between coaching and leadership because of his background as teacher.  |
| ***Inspiration***Passion for (Online) digital transformation of companies and music. |
| Experience |
| April -  | HarMa Music – Music composition and production |
| Juli 2020 | Music- composition and production, release management of my own neo-classical / modern album – Inner Voice of Soul. |
| Feb 2023 - | HarMa Music – Music composition and production, guitar/bass production and mgmt of commercial website. |
| Current | Music composition and production, guitar production related to collaborations of various artists. Guitar (stems) production and management of a commercial website for digital guitar and bass related products and services. |
| *Jan 2013 –*  | *Maes Consultancy - Architect and consultant* |
| *Current* | *Assessment and advisory in the area of Enterprise, domain and IT/solution architecture. Check the below mentioned roles for more details.* |
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| May 2023 | Architect Roles and Rights - IGA (Wageningen University & Research) |
| Apr 2024 | I have worked as an Enterprise/solution architect within the core team of Roles and Rights. After an exploration of the context, it soon became clear to me that the core requirements within the Roles and Rights trajectory within Wageningen University & Research (WUR) fell within the Identity Governance & Administration domain. In order to be able to start from a common base, I created a reference architecture for IGA that served as a guideline and blueprint for the project. This reference architecture described value streams, chain processes, business and data object models, the layering of the information and landscape and concrete architecture building blocks. In addition, I also defined a maturity model with 5 phases for the next 4-5 years and an IGA security policy document based on Baseline Information Security Government (BIO) and the SURF security audit framework.Parallel to the definition of the reference architecture, I took a leading role and conducted a market consultation in collaboration with the core team and procurement. I defined the requirements for the program and organized meetings with 3 market leaders within the IGA domain and 3 prominent service partners. These insights were ultimately tested within a testing (proeftuin) construction in collaboration with one of the service partners, based on one of the IGA SaaS applications. WUR-specific organizational aspects have been extensively tested, providing additional insight in preparation for a tender. Based on this, I created a target architecture, roadmap and organizational model. As a starting point for the project, I created a baseline solution architecture in which the reference architecture was used in detail as a reference. To give further direction to the project, I drew up architectural principles and design guidelines so that the tender could be carried out quickly and thoroughly. In April 2024, I conducted another study and prepared a statement of work document for EWUU for the architecture work for the implementation of EduID. |
| Jun 2022 - | Enterprise Architect (CNV) |
| Mar 2023 | CNV invited me for a second assignment to update and expand their target architecture and roadmap that I defined during my first assignment. The emphasis during this assignment was more on data architecture and vision, 1-on-1 marketing including decisioning logic and access control within the (C)IAM/IGA domain. In addition, I have carried out a further extension in the field of digital transformation, operating model based on Anderson McGyver and future proposition model for new products and services including contribution model, Omnichannel channel management, self-service and self-support extensions to the My CNV portal for both members / non-members and internal employees.In the area of data architecture, I started with the previously proven data-value-transformation framework at other customers, and I held workshops with various colleagues from different unions to test the applicability and usability. This framework uses unambiguous phases to interpret data, information, analytics and decisioning logic within complex chain processes to achieve activation and engagement. From 360-member information to member profile. The result of the workshop was that the framework is used for the domains output and e-mail management to support the project execution. |
| Mar 2023 | I’ve expanded the (C)IAM target architecture in the area of access control based on the Omada framework (capabilities). For this I have created a detailed overview of end-to-end chain processes (Omnichannel), application functions and information models for CIAM as well as for employees, kader- and works council members (OR) and volunteers (JML). In addition, an impact assessment was carried out for the identity governance and administration (IGA) capabilities including auditing, breach detection after which a selection process was carried out for an IAM / IGA application focusing on the employee and internal supporting roles. In alignment with this, services and mobile Apps were connected to Azure AD B2C and employee federation of Azure AD was performed by Azure AD B2C for internal employees. This was specifically for the My CNV portals (D365 Power Pages).Azure AIS integrations for Acceptgiro (document based payments) phase-out, PSP (Buckaroo) integration, integration from/to D365-CE marketing and Customer Service (CRM) via Dataverse Pro.In collaboration with the infrastructure architect and cybersecurity specialist a basis for security and privacy was made using a cybersecurity assessment framework which included BIA and DPIA templates and architecture principles.Supporting of projects in the area of Event and strike management (D365 CE-Marketing), marketing automation/ email and communication/output management and notifications to members, migration to Kofax Total Agility. |
| Feb 2022 - | Enterprise Data Architect (NS) |
| May 2022 | I’ve been working as an Enterprise Data Architect for the ComIT organization in which business and IT are both represented and collaborating. I am specifically involved in the digital strategy and the ComIT IT strategy where I was responsible for drafting the ComIT broad Data target architecture and vision. After an analysis of the context within NS, I started defining the data architecture/management framework based the capabilities in the DMBOK framework. In line with this, I drew up a concise plan in which I explained the steps (plateaus) on how to realize these capabilities in different phases. Because the Data teams within ComIT and NS were already actively working on aspects such as data governance, quality management, data standards, Analytics/Decisioning/Next best action (ML/AI) and the supporting platforms, I focused on Business information modeling, Metadata management and data lineage (from a business perspective), data integration & interoperability, reference & master data management and Data security and privacy. |
|  | In the ComIT reference architecture, which was drawn up by the architecture division, new business activities and underlying business processes were described with to realize the digital strategy. These have a data value transformation framework as a supporting methodology. It uses unambiguous phases to interpret data, information, analytics and decisioning logic within complex chain processes to achieve activation and engagement. From 360 customer view to customer profile. |
|  | I initiated and made a starting point to define the various business processes from these business activities so that it became clear which business objects and underlying platforms and applications were affected and what the information flows were. I then connected this insight to the existing business objects model to indicate what the impact was on existing objects and which new business objects had to be defined. By providing insight into the business information within the process, the semantic meaning of various business objects was made clear(er) across the chain and especially where information originated, was expanded/enriched and where similar entities (e.g. consent) in the base layer had a different semantic role than in the activation or engagement layer. Because various applications were replaced and new applications were introduced, it was important to properly interpret the information across the chain, the specific process steps and the supporting applications. Various tenders were carried out in which new applications were introduced to realize capabilities in the field of CDP, CRM /MDM for customer, Omnichannel Content platform and Conversational. From the architecture division, target architectures were drawn up for these applications. I have drawn up the target architecture Data as a generic segment architecture for all these target architectures with aspects as data principles, frameworks & guidelines and the data integrality across the different target architectures. |
| Aug 2021 - | Domain architect P&OC (Transavia) |
| Dec 2021 | As a domain architect for Passenger and Operations (P&OC) I defined the target architecture and roadmap for the domain Operations control and Passenger and Customer service (CS). This role supports the Dutch and French companies of Transavia.I defined theme architecture documents for specific themes such as Integrated airline planning, Informed Decision Support, Passenger Experience and Customer service improvements. My focus is on the aspects of digital transformation and the distinction between operational efficiency, passenger experience, employee empowerment and new business propositions. For the theme Integrated aviation planning and Informed Decision Support I supported the management team and the data architect with the first version of the (Data) target architecture, starting with an investigation into the most suitable (data) platform design, including the analysis for a data hub or data mesh architecture. |
| Dec 2021 | The Operations domain is supported by domain-specific applications from companies such as Sabre, Lufthansa and Navitaire. For the Passenger and CS side, Transavia uses the Pega platform for CRM, Case management, BPM and specific portals for Customer Service, Ground services control, Dispatch management and Operations control. |
| Sep 2020 - | Enterprise Architect (CNV) |
| Jun 2021 | During 2020 I’ve been responsible for defining the target architecture for CNV based on the company vision and input from the trade unions. I defined a trade union specific capability model which I used as a starting point to provide an insight into application rationalization. Based on this model I defined a rationalization heatmap and based on the insights from the trade unions I deducted strategic themes for which I’ve started defining theme architectures in 2021 for the topics digital transformation including multi-experience, OpEx, Identity and Access management (IAM), integration and Enterprise Data. To complement this, I’ve also defined the operating model for the different trade unions differentiating between unification and differentiation. To succeed at CNV I’ve chosen a pragmatic approach defining just enough target architecture that is extended by executing agile projects. I use a combination of PowerPoint and Archimate to communicate with the different stakeholders at different levels. I’ve also worked as an interim product Owner for two new IAM and integration teams for which I was responsible for the recruitment/selection and management. Finally, I focused on supporting various digitization projects regarding events and strikes, expense claims and communication management. |
| Jul-Sep 2020 | Self-study online influence, digital marketing, AWS Solution Architect Associate |
| Mar 2019 - | Digital Domain Architect and Epic/Product Owner (Priva) |
| Apr 2020 | Within Priva I’ve been responsible for the digital domain architecture of the Business IT department. The strategy for the upcoming years is still focused on a pipeline model (single-sided platform) directly to partners and end-customers within the B2B segment. Contracts are gradually transformed to a subscription-based model. There are careful explorations towards co-creation with partners which must lead towards value creation for producers to consumers, supported by a multi-sided platform in the building automation, horticulture and indoor growing segments. I used models from IT4IT and GEA (SCOPAFIJTH) for the IT-strategy to get a structured view of the organization and its different value streams.  |
|  | The challenge within Priva is to successfully connect and communicate with different stakeholders and departments which aren’t collaborating currently. I involve business owners, product owners and program/project management to stimulate end-to-end perspective and thinking to improve collaboration. This has led to the situation in which I’m the only external architect and epic owner within the Priva Digital Catalyst team to translate business strategy to concrete (Cloud) services and building blocks. The customer journey is also translated to a service blueprint and underlying target architecture. This team worked via a SAFE / agile methodology and epics and features/workitems were registered and managed within Azure DevOps.I’ve been involved with a large Priva-global Dynamics 365 (CRM, Field Service and Finance and Operations) transformation program as a solution architect in which I worked closely together with HSO. I defined a target architecture to select a DXP (digital experience platform) for the digital experience department. For CPQ and proposition- and packaging I defined a target architecture and accompanied the vendor selection process. |
|  | For the subscriptions domain my focus was on the integration of end-to-end processes which started from the digital channels to API management to subscription and billing management (Zuora) to relationship management, service management and fulfillment of orders to the ERP (Dynamics 365 and FO). I also defined the requirements and non-functionals for the selection of a Payment Service Provider (solution and service partner).  |
|  | Defined a vision and requirements in collaboration with the manager Subscriptions for AIOps and monitoring of Priva Cloud Services. Scope was Priva wide, including Azure monitoring and Application Insight. I also accompanied the first phases of the vendor selection (Stackstate and others). |
|  | Dynamics and Microsoft-products (among which Azure) have a considerably footprint within Priva. Applications are mainly hosted in the (Azure) Cloud and only a low number of applications, among which Microsoft Dynamics AX, are still hosted on premise. I acquired and defined the Priva wide integration needs because these (source) applications are insufficiently integrated. I translated the needs to concrete APIs, API-management and integration architecture. To support these integrations, I defined an integration architecture and integration principles together with HSO and R&D. This contains the Azure components per integration pattern described from a chain wide perspective (Publish/subscribe (Events), APIs and transactions/processes). Azure components that are used in these patterns are IAM, API management, Logic Apps, Azure/Durable functions, Service Bus, Containers, Event grids and Event Hubs, Azure SQL/Cosmos DB, GraphQL.  |
|  | To realize these integrations, I fulfilled a leadership role and ensured the recruitment and formation of a dedicated integration team for the Business IT department. I lead this team which started adopting a DevOps way of working.  |
|  | Starting January 2020 my focus next to the integration team was on information architecture and master data management. Focus areas are improvement and management of data quality and the realization of a customer 360 profile including the development, offering and management of a Customer 360 API.  |
| Oct 2018 -  | Process and information architect (Erasmus University) |
| Feb 2019 | Domain architect Education and Process and information architect at Erasmus University Rotterdam. Responsible for defining the target architecture for the education domain including the migration of Osiris to the (private) Cloud.  |
| Feb 2018 - | Architecture Capability & maturity (Schiphol Group) |
| Aug 2018 | * Improvement of the architecture capability and its maturity, in the way of working, the use of architecture tooling and analyzing the impact of these improvements;
* Improve and standardize the Enterprise Architecture Repository of architecture models and artifacts;
* Improve and standardize the architecture process including architecture roles and responsibilities;
* Improve and standardize the architecture- and design principles and the integration of non-functional requirements;
* Define and standardize improvements in the architecture way of working and analyze the impact of them;
* Support the development of the Enterprise Data and Cloud target architectures.
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|  | * Document the way of working in deliverables (like Architecture process, Architecture roadmap, Architecture style guide, Architecture references and standards etc.) and in the architecture tooling.
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| Oct 2017 - | Domain architect Enrolment/Alumni (Windesheim) |
| Feb 2018 | Obtaining and defining a vision and target architecture for Enrolment (marketing / prospects) and Alumni. Aspects included CRM (Dynamics 365), Big data / analytics, AI, Machine learning, Omnichannel / digitalization, APIs and API management, Next best action/offer and product portfolio.  |
| Mar 2016 - | Enterprise / IT Architect (Essent) |
| June 2016 | Responsible for the roadmap and initial implementation phases of the new digital engine. The digital engine is concretely based on Axway API Gateway, Tibco Activespaces, Tibco BW and SAP MCF/OData. Additional aspects include Bi-Modal IT, 5-tier architecture, Search (Solr/Azure/AWS) and mobile blueprint.  |
| Sep 2016 -  | Domain architect and Business Analyst Customs (Vopak) |
| April 2017 | * Responsible within the Customs domain for defining the:
	+ Domain architecture, roadmap and project architecture (PSA)
	+ Business processes and requirements/non functionals for NL, EMEA and global terminals;
	+ Defining the architecture decision document for the Customs NL implementation;
* Defining the solution architecture for the global Workday implementation
* Vopak Integration and Cloud architecture (iPaas platform): ISA95 layering, product selection for API management and integration, MDM in the cloud (ODS/Caching, EDW). Focus on the AWS platform (EC2, S3, Hypervisor, load balancers etc.) including integration via Okta, Webmethods, API-keys/Two-way SSL, ServiceNow etc.
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| Aug 2016 | Self-study (Big) Data & Analytics - IoT |
| May 2016 – | Vlocity consultant & trainer (Cognizant - telecom) |
| Jun 2016 | * Vlocity and digital consultancy for several proposals for customers like KPN;
* Vlocity training from a business perspective for the Cognizant team members in The Netherlands as well as in India.
* Related areas were Salesforce (Force.com, App Cloud, Service Cloud, Community Cloud, Marketing Cloud and App Exchange solutions like DocuSign), Enterprise Architecture, Digitalization, Cloud and integration architecture.
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| July 2015 –  | ICT / Enterprise Architect at KPN/Telfort Zakelijk (telecom) |
| May 2016 | * Responsible for IT Strategy and target digital reference architecture 2016-2018 for Telfort Zakelijk.
* Collaboration with stakeholders from the business, MT, internal departments and external consultants, suppliers and system integrators. Striking a balance between KPN target architecture, Telfort business USP’s and short-term opportunities and playground possibilities;
* Definition of business model and selection of IT services where Salesforce combined with Vlocity has been selected as the target ecosystem.
* They implement the digital transformation of customer processes, Omni-channel, customer journey, CRM and assurance processes and in the future the sales of combi-products. The reference architecture also contained a new digital integration layer to integrate Omni-channel with target and existing systems.
* Responsible for the definition and implementation of a Telfort Zakelijk tailor made architecture methodology and accompanying architecture principles, based on aspects from TOGAF, DYA and Novius. Also responsible for coaching the internal architect. Application of TM Forum models like eTOM, TAM and SID as reference models for the definition of the reference architecture.
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| Feb 2015 –  | ICT / Domain Architect for Enexis Facility Management (Energy) |
| May 2015 | Assignment for Enexis Facility Management for registration of the current architecture of Facility Management (FM). FM and ICT were the main stakeholders for this assignment. Through workshops and individual conversations, the business functions/processes, information and applications, security and infrastructural aspects were collected and registered in Bizzdesign Architect for the ICT and architecture department. For the FM business separate designs and documents were produced including an audit rapport with improvements. |
| Jan 2014 -  | **Enterprise / Domain architect, Business Analyst Education Utrecht University** |
| Dec 2014 | * Enterprise/Domain architect within Utrecht University (UU) defining and implementing the enterprise and integration architecture for the education domain.
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| * Responsible for the information plan 2015 together with the information manager. Defining the vision for Education and ICT together with the UU business in which the future roadmap of theme’s like open education, life-long learning, blended learning and learning analytics. Detailing the marketing side of open educational resources (OER) with an underlying business- and pricing model.
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|  | * Pilot project concerning ELO (extended) in collaboration with SURF. Guided a group of Informatics students designing the Cloud (Azure) architecture of the solution for the pilot
* Tender process for selecting a new Cloud based solution for digital assessment. Involved as architect and business analyst with the market consultation and defining the scope and the program requirements, non-functional requirements including the project architecture. This included aspects like Cloud, chain integration and security.
* Definition of the data warehouse, BI and integration architecture between the UU and UMCU data warehouses in collaboration with the UU BI architect.
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| Feb 2013 -  | HarMa Music – Presentations and marketing/digital influencing |
| Nov 2013 | *Video reviews and live presentations of guitar related products for Bax-shop.nl. Concise English presentation and close collaboration with marketing and copywriting departments concerning online marketing, social media and digital influencing.* |
| *Jun 2004 -*  | *Logica – Architect and business analyst* |
| *Dec 2012* | *ICT, integration / project architect and business architect/analyst for large customers like VGZ and Achmea.*  |
| 2011 - 2012 | **VGZ – Domain Architect CRM**  |
| Mei-Jul 2012  | Logica – Security Solution Architect for mobile apps and Tarifa (Azure) Cloud services |
| 2009 – 2011 | **Achmea - Verkopen via Internet (Architect/Business analist en technisch projectleider)**  |
| 2006 – 2011 | **Logica - Junior architects competence lead (3y), Community/CoE/Human capital, propositions** |
| 2004 - 2008 | **Achmea & Interpolis - Project and integration architect**  |
| 2001 – 2004 | **MetaObjects – Team manager, Architect, Framework Designer/Developer, Consultant.** |
| 2000 - 2001 | **Van Spaendonck - Architect, software engineer, system analyst, team lead** |
| 1998 - 2000  | **Bergler - Software developer Delphi** |
| 1996 – 1998 | **Office Software - Software developer Delphi for Autotaalglas**  |
| 1991 - 1996  | **Wildeman Waalwijk - Software developer, system manager.**  |

 **Market- & Branch Experience**

Telecom/communications, Energy, climate control, Education, Chemistry/Oil, Finance, Healthcare, Software, Industry, Music.

Roles

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| Role | Experience |
| Architect | 23+ years |
| Enterprise/Business/Domain architect | 13+ years |
| ICT / Lead / Project / Application / Solution / Cloud Architect | 12 years |
| Business analyst – software architect | 6 years |
| Team lead/manager | 8 years |
| Software developer/engineer | 15 years |
| Coach/teacher | 30+ years |

Knowledge and competences

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| Domain | Experience |
| Architecture | Digitalization and digitization (process optimalisation - OpEx) - IT strategy (5yrs), Target architecture/roadmaps (12yrs), capability-based planning (EA) (3yrs) |
| Integration | Integration architecture and APIs (20yrs), Service oriented architecture (12yrs), SOAP/REST/webservices (12yrs)Azure AIS: API Management (3yrs), Logic Apps, Azure/Durable functions (serverless), Event Hubs/Event Grids, Service Bus, Docker/Kubernetes, Application Insight/Azure Monitoring (2yrs), iPaaS (5yrs) |
| (C)IAM/IGA | Identity & Access management/CIAM architecture (8yrs)Identity Governance & Administration (IGA) architecture (2yrs)Azure AD/Azure AD B2C/B, AD/ADFS (2yrs)Baseline Informatiebeveiliging Overheid (BIO) – SURF security audit – NIST – Zero Trust – NIS2 – ISO27001 (1yr) |
| Data | * Data / information architecture (10yrs), MDM (5yrs), Data migration (5yrs), Data quality management / data governance (3yrs), Azure SQL/Cosmos DB / Redis Cache / Graph QL/Databases (1yrs), Big data/analytics (1yrs)
* Data modeling (logical/technical), Business object modeling, Canonical data model (10yrs), XML – XSD – XSLT – SQL – ERD – Databases: SQL Server, Oracle (12yrs)
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| Platforms | Microsoft Azure (3yrs), AWS (1yrs), Mulesoft (1yrs), Low/No-Code (hpaPaaS): Mendix, Outsystems, Power Platform (1-2yrs), Salesforce and Vlocity (1yrs), D365 CE (3yrs), AI Ops and traditional monitoring (1yrs) |
| Methods | * SAFE (3yrs), Azure DevOps/TFS (5yrs), DevOps (1yrs), Agile/Scrum (14yrs), RUP (5yrs), Prince II (5yrs), OTAP/lifecycle management (10yrs), Use Cases and service design (10yrs), BPM/BPMN (3yrs)
* Reference/domain architecture (7yrs): Achmea Architecture methodology, TOGAF, DYA, Novius, TM Forum (eTom, TAM, SID), GEA, HORA, ROSA, NORA, CORA, IBM IAA, KPN Enterprise architecture, Microsoft Application Architecture for .NET
* (Business) requirements management/business analyses (5yrs), BizBok (2yrs)
* Archimate: Bizzdesign(8yrs), Sparx (2yrs), Aris (1yrs), Archi (10yrs), Blue Dolphin (1yrs)
* Software architecture (10yrs): SAD – Design Patterns (Cloud, Integration, OO, C#/Java) – UML
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Talen

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| Dutch | Mother tongue |
| English | Fluent |
| German | Capable |

Education

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| NIS2 / ISO2700x | 2024 |
| BizBok | 2023 - 2024 |
| Pega Decisioning Consultant | 2022 |
| Online influence, digital marketing, AWS Solution Architect Associate | 2020 |
| Big data/analytics | 2016 |
| Salesforce CRM | 2011 |
| Achmea Requirementsmanagement methodology | 2009 |
| Insight in Influence (Inzicht in Invloed) – Zuidema | 2008 |
| Architecture Academy Achmea (TOGAF/Archimate/Novius) | 2007 |
| Delphi Training / Object Oriented Programming (OO) | 1996 – 1999 |
| Rotterdams Conservatorium – Guitar Teacher Modern Music  | 1984 – 1989 |