





Sebastiaan Jansen

 10-05-1991
Dutch

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Profile

Sebastiaan is a creative Innovation Lead with a strong affinity for data-driven new business development. He is an entrepreneurial, analytical and creative spirit. His hands-on experience with various data types and business environments enables him to adapt quickly. Currently he focuses on creating useful magic from combining digital marketing, immersive technology, and data-driven analysis into tangible strategic advice.

Interests



Tennis



Horeca



Traveling



Cats

Education

- 2016** **MSc Double degree Master Marketing**
with specializations Marketing Management & Marketing Intelligence (Statistics)
University of Groningen

Extra-Curricular:
 - Student Assistant Research Development
 - Chairman MARUG study association
- 2014** **Pre-master Marketing**
University of Groningen
- 2013** **BSc Industrial Management**
University of Applied Sciences Windesheim

Professional experience

- March 2022** - **now** **Unilever**
DigiOps Innovation Lead

The Digital Operations Innovation Lead acts as a first point of contact for Nutrition & Ice Cream brand managers of Unilever to drive new immersive technologies in the Web3, Metaverse, AR/VR and Blockchain space to power digital marketing campaigns.

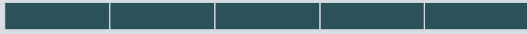
Activities entail (but not limited to):
 - Setting up an innovation hub and community of practice for brand managers and senior stakeholders to experience new immersive technologies
 - Set strategy and create business cases for the Unilever brands to implement innovative consumer experiences using immersive and emerging technologies
 - Measure and optimize conversion across campaign activations in the Web3 space to empower data-driven marketing and increase shoppability of the touchpoints
 - Maintain and discover partnerships with agencies to stay up to date on and pilot with the latest innovations within and outside the CPG industry
- February 2020** - **February 2022** **Unilever Food Solutions**
Business Intelligence Manager

As Business Intelligence Manager I was acting as first point of contact for all Unilever Food Solutions countries undergoing digital business transformation:
 - Identifying business needs as Analytics Translator and translating this to data deliverables, PowerBI dashboards and requirements
 - Give large scale trainings in PowerBI, SQL, Google Analytics to support teams in becoming data driven
 - Liaison between business units (Ecom/CD/Marketing/Management) and data teams across Unilever:
 - Lead a team (line manger) of reporting specialists and data engineers (5FTE)
 - Deliver global performance and target tracking dashboards from local to global leadership teams

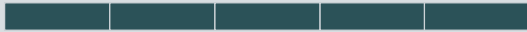
Digital Experience

Skills

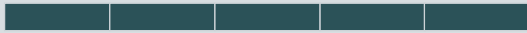
Stakeholder management



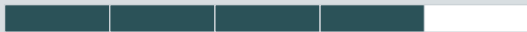
Project management



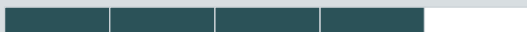
Design thinking



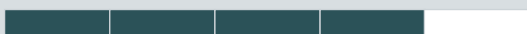
Web Development



Databricks

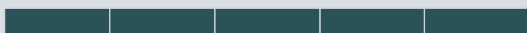


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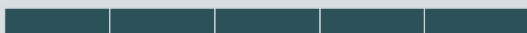


Applications

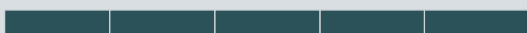
Microsoft Office 365



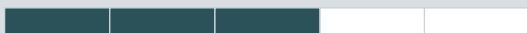
Google Analytics & Adwords



PowerBI



Azure Blobstorage, Data Factory

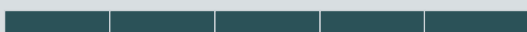


Statistical software

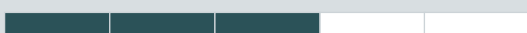
SPSS



Microsoft Excel



R Studio



Linguistic Skills

Dutch Mother tongue

English Fluent

German Good

● July 2019

KLM Netherlands

Customer Experience Data consultant

● January 2020

Responsible for all Data deliverables of the Centre of Excellence(CoX) team within the Customer Experience department. The CoX performs research based on operational and customer data for KLM senior management.

Activities:

- Creating and crafting business cases for new initiatives, products and services together with managers
- Setting up dashboards and creating the KPI framework to monitor performance (Spotfire / SAP BO)
- Designing a data-driven way of working, including mapping customer journeys, setting up the database structure (SQL Server) while working cross-department.
- Working closely together with Air France (travel frequently to Paris) to jointly conduct research

● July 2017

Unilever People Data Centre

Business Analyst (Assignment through Capgemini)

● July 2018

At Unilever I worked at the People Data Centre in Rotterdam (also shortly abroad in London). The PDC provides data driven analyses for all the brands of Unilever all over the world. The PDC enables data scientists to use various data science tools (Dataiku /Python) and social listening tools. These data driven insights were presented back to the brand teams.

● January 2017

ABN Amro Bank

Financial Analyst (Assignment through Capgemini)

● July 2017

At ABN I worked together with Deloitte and Accenture on the interest swap recovery program initiated by the Dutch government (HRD project). Setting up both the data architecture as handling customer cases doing risk calculation and data analysis. Next to that acted as squad lead for 4 people managing deliverables and output according to targets.

● January 2017

Capgemini Netherlands

Medior Insights & Data Consultant

● January 2019

At the Insights & Data division of Capgemini I worked on several internal and external assignments for clients. Ranging from programming to data science to business analysis.

Extra activities:

Chairman young professional association organizing network events and social activities for the department (approx. 70 ppl)

● 2013

Freelancer Sjeez Media Webdesign

● 2016

As side 'professional' hobby I worked in freelancing in web design and more targeting small and medium sized businesses helping them to develop an online identity. Activities include SEO/SEA, webdesign, ecommerce and online marketing.

Trainings

Google Google Analytics Certified with Google Partners (2017)

Coursera R programming language and performing analyses

Capgemini SEMBA (structured expert method for business analysis)