

MARVIN STIEFELHAGEN

PRODUCT DEVELOPER
COMMERCIAL STRATEGIST
PROCESS & CHANGE MANAGER



I'm an accelerator and a force of change. Not hindered by status quo, I go in with a fresh and creative mind to improve any situation. As an agile and accomplished General I focus on coaching and self-empowering teams towards ambitious long-term commercial results, not just on managing them. Forging professional and personal bonds in leading roles, I have achieved solid results in Product & Portfolio Development, Program Management and Process Management, mostly in B2B, ICT, Digital Transformation and Wholesale Partnerships.

My extensive experience in working within different companies, fields and cultural frameworks, means I will adapt to your specific situational needs in a heartbeat. My analytical and social skills allow me to dissect a challenge, create an environment in which the challenge can be met, oversee programs through to outstanding results and get all stakeholders onboard in the process.

But more importantly, I'm a great and professional guy to work with. I'm interested in what you do and how we can work together so you can do it even better. Feel free to contact me to see how we can create value together!

CONTACT

- +31 6 2847 4312
- info@mstiefelhagen.com
- Annastraat 9, 2611VV, Delft, The Netherlands

EXPERTISE

- Business Development • • •
- Strategic Marketing • • •
- Product Development • • •
- Portfolio Management • • •
- Change Management • • •
- Process Management • • •

LANGUAGES

- Dutch • • •
- English • • •
- German • • •



EXPERIENCE

INTERIM MANAGER AND CONSULTANT 2018 - PRESENT
INDEPENDENT

Providing interim management and consulting services, focusing on (strategic) commercial, portfolio and organizational challenges, process optimization and coaching.

- For Telbo (Bonaire): currently redesigning the consumer portfolio (mobile/fixed phone, TV and Internet propositions) into a stackable modular (soft) bundled proposition [Revenue Value 8 M€ / yr]
- For UTS (Curaçao): developed and structured Wholesale Telecom Service Portfolio, provided coaching of the Sales team in lead development and deal negotiation resulting in several successful deals with increased profitability, advised Management on effective organizational structuring [Revenue Value 10 M€ / yr]

BUSINESS DEVELOPMENT & CHANNEL MANAGER 2013 - 2017
KPN BUSINESS – CLOUD & HOSTING

Provided cloud-based solutions (infrastructure, hosting and software) to SME-to-Corporate markets and a wholesale platform enabling third-parties to deliver Cloud solutions.

- Introduced a new do-it-for-me Online Business Presence Portfolio (domain, hosting, web-building, website analysis and coaching) through a new external outbound channel by leading a multi-disciplinary team as Product Owner, successfully negotiated a margin of 45% (+10% normal cloud average) [Budget resp. 1.5M€ / yr]
- Set up and executed the product portfolio strategy and two-year roadmap for an indirect channel's Hosted Applications portfolio [Revenue Value 1M€ / yr]
- Successfully negotiated several new contracts from self-developed qualified leads
- Set up commercial campaigns and negotiated contributions between wholesale customers and suppliers

PRODUCT MANAGER & PROPOSITION MARKETEEER 2008 - 2012
KPN WHOLESALE – INTERCONNECTION SERVICES

Provided mobile and fixed voice interconnection services and associated infrastructure for inter-telco services.

- Responsible for the outgoing international voice traffic of KPN and its wholesale customers, identified and capitalized on many commercial opportunities, sought strategic combinations of KPN subsidiaries' portfolio's [Revenue increase +300%, Margin increase + 100% / 18 months, Revenue Value 40M€ / yr]
- Developed and implemented commercial strategy and future-proof new propositions for the KPN interconnection portfolio based on IP, oversaw roll-out of the IP interconnections as Program Manager [Budget resp. 5M€ / 2yr]
- Successful contract negotiations with all new entrants and existing telecom providers, fully capitalizing on balance of power within each interconnection relationship within the confines of telecom regulation
- Acted in Special Sales role in commercial deals with a high strategic value, formulating the business case and final bid, as well as negotiating and closing the deal

MANAGING CONSULTANT OPERATIONAL EXCELLENCE 2004 - 2007
TNO – DEFENCE, SECURITY & SAFETY

Provided operational effectiveness / efficiency studies and tooling for the Dutch Defense Forces.

- Led a multidisciplinary, multi-company team in aircraft feasibility study and procurement, resulted in a comprehensive overview of feature requirements and identification of the optimum candidate [Budget resp. 5M€]
- Led design team in the successful development and adaptation of strategic transport planning software [Budget resp. 800k€ / yr]
- Professionalized Project Management at TNO, initiatives resulted in clearer, less bureaucratic procedures
- Led an international collaboration between defense research institutes (UK, N, NL)



EDUCATION

MSC FINANCIAL MANAGEMENT - TIAS School for Business & Society 2006 - 2007

MSC AEROSPACE ENGINEERING - Delft University of Technology 1995 - 2002

MANAGEMENT COURSES

- The Complete Skilled Negotiator
- Project Management Techniques
- The Gap Partnership
- Kern Consult



VISUAL STORYTELLING

BUSINESS IN CREATING INFOGRAPICS, VISUAL IDENTITIES AND VISUALIZING USER EXPERIENCE



RECREATING MOVIE MAGIC

BUILDING STAR WARS STUDIO MODEL REPLICAS USED DURING FILMING



HARLEY ENTHUSIAST,

BUILT A CUSTOM BIKE AND CURRENTLY DESIGNING THE NEXT