



Roel Smelt

CxO / Senior Leadership

Fast & in-depth reading of any business situation w/ 25 years of experience. Nailing the core issues at hand and providing vision, strategy and hands-on result-driven execution

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SKILLS

Deal maker

Trendwatcher

Disruptor

Strategist

Team builder

Visionair

WORK EXPERIENCE

Interim COO Retailisation

06/2022 - Present

Amsterdam

Delivers responsive supply chain solutions to decrease shortages and stock, which improves ROI

Achievements/Tasks

- Restructure team, roles and processes to bring the SaaS services back to its core and cut back on the operational costs. We reached operational break-even in December 2022
- Redefine to IT Roadmap secure, stabilise and optimise operations to have least interruptions of the services, recognizing this is of utmost importance to our customers. We finalised an important development projects and brought the cut down on future development costs while increasing features to our customers
- Developing a digital twin to simulate our solutions against ML, min-max and other common supply chain solutions. With this we have enabled our customers to quantify their blocking supply chain assumptions and create sensible business cases
- Brokered a successful exit to secure future growth

Contact : Jasper Zeelenberg - jasper@retailisation.com

Trader Upekkha Capital

12/2020 - Present

Capital deployment and trading with advanced bots in liquid stock & crypto markets

Achievements/Tasks

- Achieved macro knowledge of economy, financial markets & crypto trends
- Gained in-depth experience with most trading platforms, exchanges and tools
- Developed strategies to deploy, balance & preserve capital
- Analysed, backtested trading bots and deployed several, some highly successful

WORK EXPERIENCE

Interim COO

Pure Value

11/2020 - 08/2021

A sustainable display solution for promotions in big retail stores like supermarkets

Achievements/Tasks

- Untangled a complex situation with the team, leadership, shareholders and supplier
- Restructured and simplified the processes for the customers
- Operational break-even was reached within 6 months
- Developed a strategy plan for the upcoming years, which was brought into execution

Contact : Bram van Schijndel

Noordwijk, Netherlands

Investor & CEO

Tellow

09/2018 - 11/2020

An online bookkeeping solution for entrepreneurs

Achievements/Tasks

- Carved out an internal project of Rabobank and turned into a thriving startup
- Invested, negotiated and deployed a series A with Rabo Frontier Ventures
- Build a strong team, culture & mindset
- Developed compelling features for small entrepreneurs
- Certified for a PSD2 license
- Realised a successful exit to Ageras

Utrecht, Netherlands

Chief Strategy & Innovation Officer

Mistergreen Electric Lease

06/2016 - 10/2018

With a single focus on providing only Tesla operational lease it is the largest buyer of Tesla's in Europe

Achievements/Tasks

- Realised a strategy to double to 3000 cars in 2018
- Developed a 100% online registration, authentication, validating & contract solution
- Implemented self-steering team and pushed for high-efficiency teams

Contact : Florian Minderop

Amsterdam, Netherlands

Senior Product Owner

Booking.com

02/2012 - 08/2013

Achievements/Tasks

- Establishing the quality of the apps (iOS, Android and Windows 8), improve conversion and developing roadmaps. Improving the search engine to find destinations and hotels
- Realised the implementation of Elastic Search for all searches on the site; development and launch of the Windows 8 app; conceptualisation of the Booking Now app

Contact : Brendan Bank

Amsterdam, Netherlands

Portfolio Manager

ING & Nationale Nederlanden

02/2006 - 02/2012

Achievements/Tasks

- Overseeing a portfolio ICT projects and finalizing in time (and within budget and scope) a high profile IT project for mortgages
- Finalizing in time (and within budget and scope) a high profile IT project for mortgages. It went live in December 2011
- Full scale implementation of Critical Chain Project Management at the IT-department of 800+ people with 30% more projects realised

Amsterdam, Netherlands

WORK EXPERIENCE

Client Director

Goldratt Consulting

06/2005 - 10/2007

Europe, India

Achievements/Tasks

- Working closely with Dr. Eliyahu Goldratt to develop and implement breakthrough management solutions to improve their bottomline dramatically.

Chief Operations Officer

VivaCadena

09/2000 - 03/2006

Amsterdam, Netherlands

A worldwide operating consultancy company in supply chain synchronization according to the principles of the Theory of Constraints

Achievements/Tasks

- Successful implementation of the VivaCadena software and method at Nike and others with significant bottomline results
- Successful selling of the VivaCadena company to the world market leader

VOLUNTEER EXPERIENCE

President

Dhamma

07/2000 - 09/2013

Europe

The Dhamma organisation organises 10-day retreats in the ancient Buddhist tradition to liberate oneself from misery

Tasks/Achievements

- Project lead for several projects among a one-day course with 1000 participants in Belgium
- Secretary & President of the Dhamma Pajjota trust
- Construction manager for several buildings among the large meditation hall in Belgium
- President of an European trust to establish a long-course center in the UK

LANGUAGES

English

Full Professional Proficiency

Dutch

Native or Bilingual Proficiency

EDUCATION

Applied Philosophy on Science, Technology & Society

University Twente

08/1990 - 07/1995

Enschede, Netherlands

MSc Business Administration & Technology

University Twente

08/1989 - 07/1995

Enschede, Netherlands