



## Ernst van Megen

Mail: [ernstvanmegen@gmail.com](mailto:ernstvanmegen@gmail.com) — Phone: +316-14555992 — Amsterdam, The Netherlands — Dutch, English

---

### INTRODUCTION

As a Product Owner, it's my role to help customers make progress with their businesses. To do that, I have to understand what success looks like in their eyes and build products that help them achieve it.

---

### PROFESSIONAL EXPERIENCE

#### Grasp | Netherlands

Getgrasp.com (previously Casengo), Product Owner | 2015 - Current

Grasp is a conversation's platform where businesses communicate with their customers and enrich customer profiles.

- Took full ownership of the main application (Grasp Inbox) to support the organisation's growth and profitability. Helped realize a growth of 30x in 5 years.
- Communicated and delivered a product vision where each customer has a dedicated timeline with customer data and support for multichannel communication.
- Align the product roadmap with the product vision and customer demands to deliver in a timely manner.
- Prioritised and refined the backlog based on business value, user input and user data.
- Created, communicated and accepted user stories.
- Communicated project statuses to the business stakeholders.
- Facilitated release planning and sprint planning.
- Researched the competition and business domain to stay competitive.
- Worked with customers to improve their customer support team and processes.

- Worked directly with the developers, leadership, customers, sales-, support- and marketing departments to achieve the company goals.
- Presented the work on a weekly basis to all departments.
- Worked with businesses to set up APIs for custom profile enrichment.
- Worked with Google's Dialogflow AI chat to create intelligent chatbots.

## **Casengo | Netherlands**

Interaction Designer | 2014 - 2015

- Created wireframes and prototypes for the development team
- Worked closely with the development team to implement the designs
- Worked with the Product Owner to reduce interface complexity and improve usability

## **Nederlandse Spoorwegen (NS)**

Business Analyst | 2013 - 2014

Internal application for the NS to map real estate on Google Maps including rental contracts, service contracts and repairs.

- Gathered requirements from business stakeholders.
- Wrote user stories for the Product Owner.
- Designed wireframes and prototypes for internal tooling.
- Wrote detailed specification documents.
- Worked with different departments to get access to data.

## **Megen Media | Netherlands**

Owner | 2007 - 2014

Megen Media was my IT-outsourcing company that focussed on minimum viable product's. We helped entrepreneurs to test their MVP in the global market in a fast-paced and cost-efficient way.

- Marketed the development services to attract customers to start building their MVP.
- Worked with businesses to decide on project scope.
- Created, communicated and accepted user stories.
- Designed wireframes and prototypes.
- Wrote detailed specification documents
- Communicated project statuses to the business stakeholders.
- Managed all administrative sides of the company.

Aside, I worked on some of my own ideas, including Textile Temple, a global marketplace for the textile industry. Etala, a newsfeed of new products based on a geolocation, Student

Centraal, a system where students could see the path how to get from a certain education to their desired profession and VentureDeck, an async messaging platform.

## **KPN**

Technical call center employee | 2009 - 2011

I was responsible for helping people to fix their internet connection via the phone. I've learned about the technologies being used and how things are managed inside a call center.

---

## **SKILLS**

- Ability to focus on what actually matters and make sure the outcome is met or exceeded.
  - Ability to level and communicate with anyone in the organisation including management, creatives, developers and customers.
  - Ability to quickly adapt to new situations.
  - Ability to quickly understand new business domains and technical applications.
  - Ability to keep an eye on the horizon while going into detail when necessary.
  - Ability to work with teams to find better ways of communicating and improving processes.
  - Ability to lighten up the team's spirit and simplify when things get tough.
- 

## **EDUCATION**

ICM | Scrum Product Owner (in progress, December 2022)

### **Hogeschool van Amsterdam**

Media Informatie en Communicatie, 2010 - 2014

### **Saxion Hogescholen**

Bedrijfseconomie, 2009

### **Saxion Hogescholen**

Propedeuse | 2007 - 2008, Management Economie en Recht

### **Schoter Scholengemeenschap, ROC van Twente**

2001 - 2008, HAVO & VWO