

# Henk van der Schuur

## Curriculum Vitæ

### Personal Details

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### About Me

I lead changes that blend technology with business and people skills. I'm known for getting things done and paying attention to details while keeping a good relationship with my team and clients. I love creating and launching new tech products and services in vital sectors. I hold a PhD in Information Science (Utrecht University, 2011).

Areas of expertise Business-critical IT, Product Management, Software Development, BizDevOps, Innovation

### Employment

#### Schuberg Philis

##### Customer Director, 2017–present

- Working with expert teams to design, build, deliver, and run business-critical IT solutions at organizations vital to the Dutch infrastructure (customers include Port of Rotterdam, NS, Schiphol, Heineken, Philips Domestic Appliances, and others). In each of these teams and for each of these customers, I was P&L responsible and had the privilege of overseeing the full customer engagement, acting at operational, tactical, and strategical levels
- Launched the BizDevOps paradigm [✉](#) to better articulate our distinctive way of working
- Developed and implemented new forms of outcome-based contracting
- Coaching various colleagues, helping them to embrace their freedom and responsibility as individuals

#### AFAS Software

##### Platform Manager, 2015–2017

- Designed and built the successor of the successful AFAS Profit product stack: AFAS NEXT (now AFAS SB), a fully generated, cloud-based ERP suite tailored to customer organizations through ontological organization models
- Founded the AMUSE research initiative: a collaboration between academic partners (Vrije Universiteit Amsterdam, Utrecht University) and industry partners (AFAS Software).

##### Product Manager, 2011–2015

- End-to-end responsible for the roadmap, design, build, and delivery of the AFAS Profit ERP software suite
- Shipped more than 150 projects across Profit Finance, CRM, Projects, Order Management, and Subscriptions to more than 10,000 customers in retail, education, healthcare, construction, wholesale and other industries

##### Utrecht University, PhD Researcher, 2008–2011

- Conducted a PhD research directed at revealing the potential of software feedback, i.e., knowledge of in-the-field software operation, within Dutch independent software vendors. Successfully defended my PhD thesis after 3,5 years of research
- Created Nuntia, a binary instrumentation and recompilation tool
- Led an industry workgroup with software vendors from the Netherlands, bridging academics and industry to gain early feedback and share research results

##### Stabiplan (now Trimble), Senior Software Engineer, 2008–2011

##### DEVENTit, Junior Software Engineer, 2003–2008

## Education

- PhD in Information Science, Utrecht University, 2011
- Master in Information Science (Business Informatics research master), Utrecht University, 2008
- Bachelor in Computer Science (Business Studies minor), Utrecht University, 2006
- VWO (Natuur & Techniek; Informatica, Economie 1), Grifland College, 2003

## Selected Publications and Talks

### Popular

- **Strategy and Digital Transformation in Practice: Data & AI** [↗](#) Nyenrode guest lectures, 2023–2024.
- **Be More than a Product Owner—Start Product Thinking** [↗](#) Medium, 2023.
- **Manifesto for a Product Mindset in Agile Development** [↗](#) Tweakers Developers Summit, 2022. *Conference talk.*
- **BizDevOps: Bridging the Dominant Divide between Business and IT** [↗](#) DevOpsDays Amsterdam, 2020. *Keynote talk.*
- **Bye Bye Time & Materials—Entering the Era of Agile, Value-based Agreements** [↗](#) Agile Amsterdam, 2019. *Conference talk.*
- **Pakketleveranciers laks—Softwaremakers kijken te weinig naar praktijksituatie bij klanten.** [↗](#) Automatisering Gids, 19, 2011. *Featured cover article*

### Academic

- H. van der Schuur, E. van de Ven, R. de Jong, D. Schunselaar, H.A. Reijers, M. Overeem, M. de Graaf, S. Jansen and S. Brinkkemper. **NEXT: Generating Tailored ERP Cloud Applications from Ontological Enterprise Models** [↗](#) In PoEM'17: Proceedings of the 10th IFIP WG 8.1. Working Conference on the Practice of Enterprise Modeling. Springer, 2017, pp. 283–298.
- H. van der Schuur. **Process Improvement through Software Operation Knowledge—If the SOK Fits, Wear It!** [↗](#) PhD dissertation. Utrecht University, 2011.
- H. van der Schuur, S. Jansen and S. Brinkkemper. **Reducing Maintenance Effort through Software Operation Knowledge: An Eclectic Empirical Evaluation** [↗](#) In CSMR'11: Proceedings of the 15th European Conference on Software Maintenance and Reengineering. IEEE Computer Society, 2011, pages 201–210.

## Licenses and Certifications

- Nyenrode Masterclass Bedrijfskunde voor niet-bedrijfskundigen
- Tuff Leadership Training (Step 1, Step 2)
- Liberating Structures Immersion Workshop Practitioner
- AWS Certified Cloud Practitioner
- Passenger car (B); heavy motorcycle (AZ); passenger car with trailer (BE)
- PADI Advanced Open Water Diver