

ABOUT ME

Welcome and nice to e-meet you!

So, the name's Daan. I currently work for Alpha.One, a company focused on neuro tech. In my role as marketing lead I am responsible for all marketing and service related activities, solutions and aspects. I also manage the IT & technology aspects of the organisation. Finally, I'm als Product Lead for Alpha.One's newly launched product expoze.io.

Next to Alpha.One, I run my own company called nxt | GEN, a consultancy and advisory company focusing on digital transformation, innovation, implementation and optimization.

My background is in Data & Analytics, Marketing and Media but my personal passion for Technology and Innovation has taken me into different directions over the last few years. Having been in roles and teams covering (Digital) Customer Care, (Digital) Marketing, (Corporate) Communications and IT/Technology my skills and knowledge, combined with my passion and ability to solve even the most complex problems, allow me to work well in any of these domains.

Especially in a connecting role, bridging multiple functions, I am the perfect fit for any company. If you are looking to build a digital-first team, strategy and ecosystem from the ground up, if you are looking to revise an existing architecture or if your company only needs a sanity check, I am your man.

You can find a full overview of all my roles at various employers by scrolling down.

Already convinced? What are you waiting for?

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Daan van der wiele

PROFILE & SKILLS

While I keep investing time and energy in learning new things and developing new/strengthening existing skills my most prominent skills are featured below. I work well in environments that hit one or multiple of the focus areas described, especially in a role focused on creating a link between multiple domains.



Digital & Innovation



Design & Implementation



IT Services & Technology



Social Media & Communications

DIGITAL	95%
INNOVATION	90%
IT & TECHNOLOGY	90%
COMMUNICATIONS	90%
MARKETING	90%
PROJECT MANAGEMENT	85%

EMPLOYERS



2020 - now

expoze.io is the latest solution offered by Alpha.One. It combines the power of eye tracking with Artificial Intelligence, by predicting what will draw attention in any creative, whether image or video. expoze.io received funding from none other than Capital Mills, giving the platform the boost needed to get off the ground.



2019 - now

Alpha.One is a small start-up offering neuromarketing research services to create and improve Ads, Designs and Packaging. At Alpha.One we continuously work on new products and services. Currently we are working on a new product: Expoze.io. expoze.io is a state of the art AI platform which delivers machine generated eye-tracking within seconds for both video and images.



2018 - now

next GEN - Having spent multiple years at both VEON and KPN it was time for a change. In 2018 i therefor decided to found my own company. next | GEN was born. Using a consultancy and advisory approach, next | GEN is focusing on digital transformation, innovation and optimization. We take our clients to the N X T generation of digital platforms and solutions by offering tailored services.

EMPLOYERS



2015 – 2018

VEON is an international communications and technology company driven by a vision to unlock new opportunities for our customers as they navigate the digital world.

Present in some of the world's most dynamic markets, VEON provides 210 million customers with voice, fixed broadband, data and internet services. VEON's heritage as a pioneer in technology is the driving force behind a major transformation focused on bringing the digital world to each and every customer. I joined VEON in 2015 to support the company with their transformation goals.



2008 – 2015

KPN is a leading telecommunications and IT provider and market leader in the Netherlands. With fixed and mobile networks for telephony, data and television they serve customers at home and abroad. KPN focuses on both private customers and business users, from small to large. In addition, they offer telecom providers access to our widespread networks. This is where I started my professional career back in 2008.

Read more about the various roles I've held and the contributions I made by clicking "View full history" below.

 [View full history](#)

EXPERIENCE

Over the years I have implemented and worked with tons of solutions. These include but are not limited to:

