

DANNY H.

Head of Product/Platform at Mediablue International

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SUMMARY

As a Head of Product with over seven years of leadership experience, I build and lead high-performing product teams that drive business growth. I focus on data-driven product strategy, discovery, and execution, ensuring we solve real customer problems while maximizing impact.

I specialize in conversion optimization, AI-driven innovation, and engagement strategies, working closely with cross-functional teams to align business and product goals. As part of the executive leadership team, I translate strategy into action, fostering a culture of ownership, learning, and experimentation.

I believe great products come from strong teams, not just strong ideas, and I'm committed to mentoring and empowering teams to excel. Let's connect to discuss product leadership and innovation!

EXPERIENCE

Head of Product/Platform at Mediablue International

MediaBlue International

10/2021 - Present The Hague, Netherlands

As Head of Product, I am responsible for leading and managing the strategic development of our products, ensuring they deliver both customer and business value. I oversee the entire product lifecycle, from identifying market opportunities to launching solutions that drive growth. My role extends beyond defining the roadmap—I create the conditions for teams to build the right products in the right way.

- Lead and manage the strategic development of digital products, ensuring they deliver both customer and business value.
- Oversee the entire product lifecycle, from market analysis to product launch, focusing on data-driven decision-making and continuous improvement.
- Build and lead cross-functional teams, mentoring and empowering product managers, designers, and engineers to foster a culture of ownership and innovation.
- Define clear objectives and expectations, ensuring teams are autonomous yet aligned with company strategy.
- Drive a culture of discovery and experimentation, enabling teams to validate ideas quickly before scaling.
- Collaborate with executives, marketing, sales, and engineering to balance business needs, technical feasibility, and customer impact.
- Advocate for continuous learning and user research, ensuring product decisions are based on evidence, not assumptions.

KEY ACHIEVEMENTS



Revenue Growth

Implemented product/pricing strategy improving revenue by 10% in 2023 across multiple markets.



Customer Retention Success

Implemented a Chatbot in 2024 increasing ReplyRate and Retention by 30%



Technological Innovation

Designed and deployed machine learning algorithms that enhanced activation by 25%



Successful GTM launch US/Canada

Launched 2 products in a new market that achieved 90K revenue within the first 6 months



Funnel Optimization

Successfully managed over 300 A/B tests, increasing overall KPI's on every step in the funnel

CERTIFICATION

Product Owner training

Agile Scrum Group

SVPG Inspired + empowered

Silicon Valley Product Group

Masterclass: Pricing

NIMA, Nederlands Instituut voor Marketing

Google Analytics Individual Qualification

Google

AWARDS



HOT100 2010

LANGUAGES

Dutch

Native



English

Advanced



EXPERIENCE

Manager CRO & Head of Product Development

MediaBlue International

📅 01/2017 - 11/2021 📍 The Hague, Netherlands

As the leader of the CRO and Data team, I was responsible for managing, mentoring, and guiding a multidisciplinary team to drive data-informed decision-making and optimize digital performance. My role extended beyond execution—I provided strategic direction, set priorities, and ensured alignment with broader business objectives while fostering a culture of experimentation and continuous improvement.

- Managing and developing a high-performing CRO and Data team, ensuring clear goals, accountability, and continuous learning.
- Owning and driving conversion optimization strategies, with full accountability for the execution and success of key projects.
- Defining and segmenting the entire customer journey, providing a structured approach to improve engagement and conversions.
- Leading collaboration across cross-functional teams, including executives, product managers, designers, developers, and marketers, to integrate CRO insights into product and business strategies.
- Improving and scaling UX/CRO processes, aligning with business needs and ensuring a data-driven approach to decision-making.
- Using data and experimentation to inform design decisions, validate optimizations, and communicate results clearly to stakeholders.

EDUCATION

Bachelor in Communication and Information Technology (CMD),
Communication and Media Studies

De Haagse Hogeschool / The Hague University of Applied Sciences

📅 01/2005 - 01/2009

HAVO, Economie & Maatschappij

Stanislas College Westplantsoen

📅 01/2000 - 01/2005

Product Manager CX

MediaBlue International

📅 01/2016 - 01/2017 📍 Den Haag, Netherlands

- Led cross-functional teams in the design, development, optimization, and scaling of multiple digital products, enhancing user experience and business performance.
- Managed the full product lifecycle, from concept to execution, focusing on customer experience (CX) optimization and data-driven decision-making.
- Improved engagement on our chat platform and retention through UX enhancements.
- Developed and scaled an Affiliate Platform to track and optimize traffic acquisition.
- Designed and implemented seamless, internal secure payment solutions to increase conversions.
- Built an internal tool to enhance operator efficiency and response times. Company websites
- Led redesigns and optimizations to improve branding, user experience, and performance.
- Worked closely with engineering, design, marketing, and sales to ensure alignment between product strategy and business goals.
- Focused on continuous improvement, leveraging user insights and A/B testing to optimize product performance.

User Experience Design Specialist

MediaBlue International

📅 01/2014 - 01/2016 📍 Den Haag, Netherlands

Front-end Developer/ Interaction/UX Designer

Tellus BV

📅 03/2011 - 12/2013 📍 Rotterdam, Netherlands

User Experience Designer

New Media Maniacs

📅 07/2010 - 03/2011 📍 Delft, Netherlands

Interface designer & Usability expert

TAG software & consultancy (now EXB software)

📅 02/2008 - 07/2010 📍 Dordrecht, Netherlands

Internship

TAG software & consultancy (now EXB software)

📅 02/2008 - 07/2008 📍 Dordrecht, Netherlands