BUSINESS OPERATIONS ADVISOR

78

# Hugo van de Brug

***From data to decision.***

Not available

Krommenie · dahu.nl · linkedin.com/in/vandebrug

| 28 | 13 | 9 | 13 |
|---|---|---|---|
| YEARS EXPERIENCE | ROLES | EMPLOYERS | CERTIFICATES |

WHERE MY YEARS WENT



Operations and support **17.5 yrs** · Process and IT **1 yrs** · Agile and teams **4.5 yrs** · Data and operations **5 yrs**

I bring structure and clarity, create grip and help teams do their work more effectively and coherently. Data is my starting point, always combined with practice. For over twenty years I have worked where business meets IT: as application manager, process manager, Scrum Master, Product Owner, Agile Coach, BI developer and now as business operations advisor.

I am practical by nature and a born problem solver. I see obstacles as chances to overcome. My focus is the team result: I take on whatever role moves the team forward. On the pit wall you would say: I am the race engineer, the team is the driver.

## 01 EXPERIENCE

Jan 2026 - now
11m

### Business Operations Advisor CURRENT

Waterschap Amstel, Gooi en Vecht

Giving direction to the annual plan, and providing reports that support both day-to-day management and strategic decisions.

- Direction and steering of the annual plan
- Developed chain-wide planning
- Project lead for the proof of concept of a CCMS
- Management reporting for operational control and strategic decision-making
- Facilitated collaboration between heads of department
- Safeguarded structure and continuity within teams, including guiding employees with complex support needs

Mar 2025 - Dec 2025
10m

### Change facilitator and data analyst/BI developer

Waternet · Amsterdam

Sharpening and improving processes within the department, and making their impact on teams visible. Data as the basis, always combined with practice.

- Brought structure, made bottlenecks visible and turned them into feasible improvements
- Helped the management team gain overview and translate insights into the execution plan
- Set direction and priorities, with progress in manageable steps
- Led several projects while safeguarding coherence, progress and focus

Apr 2021 - Jan 2022
10m

### Scrum Master / Product Owner

Motopp · Haarlem · via InnSpire

Coaching status holders towards a career in tech, within a team of Mendix-trained low-code developers.

- Coaching, mentoring and supporting status holders who went on to work at clients

- Contributed to the design of several applications and advised on their setup
- Helped achieve successful placements at clients

Mar 2021 - Feb 2025
4y

### Scrum Master / BI specialist (non-IT)

Waternet · Amsterdam · via InnSpire

Guiding teams in improving work and change processes, and making annual plans visible and actionable.

- Key role within Wastewater Treatment, Drinking Water and the Data Analysis Team of Asset Information Management
- Designed and introduced visual management
- Defined KPIs and drove change processes
- Visualised annual plans and supported their execution

Jan 2020 - Nov 2020
11m

### Scrum Master / Customer Journey Expert (non-IT)

Tele2 / T-Mobile · Den Haag

Introduced agile ways of working within Customer Operations, aimed at the customer journey.

- Set up and coached several Customer Operations teams
- Drove customer experience initiatives based on data from multiple sources
- Set up stakeholder mapping and turned KPIs into user stories
- The link between Consumer Mobile Operations and IT Operations
- Co-responsible for approving IT releases and network changes

Jun 2017 - Jan 2020
2y 8m

### Scrum Master / Customer Journey Expert

Tele2 · Amsterdam

Guided the new way of working in agile teams and improved customer journeys as subject-matter expert.

- Supported the Product Owner with backlog management, and contributed epics and stories
- Started new initiatives with data as the starting point
- Translated business requirements into IT requirements
- Created BPM models and set up and improved operational processes
- Contract Takeover: business requirements and process design (2017 - 2018)
- Designed and implemented a new mobile repair process (2019)

Apr 2016 - Jun 2017
1y 3m

### Senior IT Process Manager

Tele2 · Amsterdam

Guided IT and the consumer division into becoming strong partners.

- Set up Problem Management with weekly reports on availability and disruptions
- Monthly governance to assign and prioritise improvements
- Coordinator for major and critical incidents in the Consumer Mobile IT chain, from incident to RCA
- Responsible for approving IT changes and releases

## EARLIER EXPERIENCE

2007 - 2016 — **Application Manager / part-time Scrum Master** · Tele2

2006 - 2007 — **Application Manager** · DKTP

2005 - 2006 — **Application Manager** · D-Reizen

2000 - 2005 — **Application Manager** · Gemeente Rotterdam (DSO)

1999 - 2000 — **Helpdesk Employee** · AstraZeneca

1998 — **Helpdesk Employee** · Centric

## 02 SKILLS

### AGILE AND TEAMS — 8.5

- Scrum Master
- Product Owner
- Agile Coach
- Kanban and Lean

### DATA AND STEERING — 8.7

- Power BI
- KPIs and visual management
- Process improvement and BPM
- Customer journeys
- Annual and chain-wide planning
- Management reporting

### TECHNOLOGY — 7.1

- Jira, Confluence and Trello
- Power Automate
- Azure
- WordPress and custom plugins
- Docker and self-hosting

### PEOPLE AND CHANGE — 8.4

- Stakeholder management
- Coaching and mentoring
- Change management
- Project leadership

| | |
|---|---|
| LANGUAGES | Dutch: native, English: full professional proficiency |
| WORKING LEVEL | Bachelor/master level |
| DRIVING LICENCE | B |
| COMPETENCIES | Customer focused, Perseverance, Result driven, Analytical, Flexible, Committed, Collaborative, Driven, Accurate, Integrity, Stress resistant, Self-reliant, Proactive |

## 03 CERTIFICATES & EDUCATION

### CERTIFICATES

- 2023 Certified SAFe Agilist 6 · Scaled Agile
- 2023 Professional Scrum Product Owner II · Scrum.org
- 2021 Agile Business Expert, Agile Coach · IIABC / Agile Scrum Group
- 2021 Professional Scrum Master II · Scrum.org
- 2020 Professional Agile Leadership · Scrum.org
- 2020 Agile Leiderschap · Dimensions Training
- 2020 Professional Scrum Master I · Scrum.org
- 2019 Professional Scrum Product Owner I · Scrum.org
- 2019 International Kanban Master Foundation · scrum.as
- 2018 Lean Practitioner · The Lean Six Sigma Company
- 2017 Business Process Management · TIMAF
- 2015 AppDynamics In Action for Power Users · AppDynamics
- 2010 PRINCE2 Foundation · Centric

### EDUCATION

- 1998 Vocational: Information Systems Management (MBO) · Albeda College, Rotterdam
- 1996 Vocational: Administrative Assistant (KMBO) · Albeda College, Rotterdam
- 1994 Vocational: Administrative Assistant (VBO) · Vallei College, Amersfoort

## 04 THE GARAGE

*What I build alongside my work. Vibe-coded: built in conversation with AI, with me at the wheel.*

**The Paddock Crew** Formula 1 platform — LIVE

WordPress / PHP / PWA / eigen plugins · 2025 · Pitbot 70%

**Kleur verkennen** Questionnaire and repor — LIVE

WordPress / PHP / AI · 2026 · Pitbot 60%

**Dash** Live timing during every session — LIVE

Rust / React / Docker / Apache · 2026 · Pitbot 40%

**F1 Race Replay** Every race again, from real telemetry — LIVE

Python / FastF1 / Docker / Cloudflare · 2025 · Pitbot 60%

**TPC Clips** Race graphics on autopilot — RUNS AT HOME

Python / FastF1 / Docker / cron · 2026 · Pitbot 80%

**Bitstash** The household game collection — RUNS AT HOME

FastAPI / SQLite / PWA · 2026 · Pitbot 85%

**ManCave** The home server — RUNS AT HOME

Linux / Docker / Tailscale / Cloudflare Tunnel / restic · 2025 · Pitbot 50%