

# Henk van der Schuur

## Curriculum Vitæ

### Personal Details

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### About Me

I bring clarity to complexity by aligning people, purpose, and technology. I strive for excellence, grounded in integrity and transparency. I believe that honest leadership and human connection are what make real progress possible.

Areas of expertise IT Strategy, Business Development, Product Management

### Employment

#### Schuberg Philis

##### Customer Director, 2017–present

- I work with diverse expert teams for customers in vital industries, taking full end-to-end and P&L responsibility. We root out the business challenges behind the technology questions to deliver high-quality, tailored, impactful solutions that meet the highest standards of security, reliability, and performance.
- Member of the Public, Utility, and Retail (PUR) leadership team
- Member of the COM Council

#### 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. Created Nuntia, a binary instrumentation and recompilation tool. Successfully defended my PhD thesis after 3,5 years of research
- 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), Griffland College, 2003

## Selected Publications and Talks

### Popular

- **Adding Soul to the System: Our Strive for DevOps Significance** [↗](#) DevOpsDays Amsterdam, 2024.
- **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