QUINTIN VELDT

Digital Product & Platform Leader
Strategy · Partnerships · Growth

Contact

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Amsterdam, Netherlands
flowfive.nl
LinkedIn Profile
Introduction Video

Core Skills

- Project & Product Management
- Business Development
- Strategic Partnerships
- Stakeholder Management
- SaaS / Platform Strategy
- Growth & Marketing Automation

Tools & Methods

Agile / Scrum · Jira · Figma · Salesforce · Tableau · OKRs · Roadmapping · A/B Testing · CRM · SEO / GTM · HTML / CSS · Partner Management

AI & Emerging Tech

ChatGPT · Claude · Claude Code · AI Agents · AI Chatbots · Prompt Engineering · LLM Integration · Workflow Automation · Kindly AI · API Technology

Languages

Dutch	**Native**
English	**Fluent**
German	**Basic**
Spanish	**Basic**

Profile

Digital product & platform leader with 18+ years in IT, digital and online business — 15+ of them building and scaling digital products, platforms and partnerships. Operates at the intersection of business, commerce and technology: translating strategy and business cases into shipped products, from requirements and API integrations through to launch, adoption and optimisation. Track record spans marketplaces, payments and SaaS platforms — evolving from commercial IT and business development into product ownership and platform leadership. Equally effective within global organisations and as an independent operator.

Professional Experience

Digital Platform Experience Lead — FREELANCE
Oct 2024 – Present
Booking.com · Amsterdam · via FlowFive Digital Agency

- Own platform development and roadmap delivery for the **Partner Hub** — Booking.com's external partner-facing platform, live globally in **30 languages** with **~500k identified partner visits per month**.
- Delivered an **AI-powered search optimisation programme** end-to-end — from concept through pilot to rollout across **1,100+ pages** — with LLM-generated summaries reducing negative search feedback by **36.5%** and irrelevant-result reports by **41%** in pilot.
- Drive compliance and regulatory page projects, ensuring platform content meets evolving legal requirements across regions.
- Own commercial **vendor and partner relationships**: contract renewals, invoice and PO oversight, and negotiation support with technology partners.
- Optimised workflows for the **Kindly AI chatbot** team (separate vendor), enabling the team to scale output and maintain delivery pace with limited resources — deepening hands-on expertise in AI chatbot technology and LLM tooling.

Founder & Digital Consultant — FREELANCE
Apr 2022 – Present
FlowFive Digital Agency · Amsterdam

- Designed and launched **25+ websites and digital products**, improving client conversion rates by up to **40%**.
- Advised SMEs and startups on digital strategy, automation, and SEO, resulting in measurably higher traffic and lead quality.
- Leveraged AI tools (ChatGPT, Claude, Gemini) to build **custom scripts, automation workflows, and content pipelines** — and advised clients on embedding AI tooling, from prompt engineering to workflow integration.

Product Director — FREELANCE
May 2023 – Dec 2023
Yournii — Marketing Automation SaaS · Amsterdam · via FlowFive

- Led product vision and roadmap for a SaaS platform empowering SMEs to automate marketing workflows.
- Launched a content management module improving customer onboarding efficiency by **30%**.
- Defined OKR-aligned success metrics and improved retention through usage analytics and UX iteration.

Senior Project Manager – Partnerships Team
Oct 2018 – Oct 2021
eBay Classifieds Group (Marktplaats) · Amsterdam

- Launched buyer-seller payments (**Buyer Protection Program**) on Marktplaats — from business case to nationwide rollout — enabling safe transactions for millions of users.
- Led multidisciplinary team across engineering, UX, finance, and legal to deploy payment integrations with OPP (Online Payment Platform) and logistics partners.
- Defined KPIs and performance dashboards tracking adoption and conversion; drove alignment across product, compliance, and marketing.

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Education

BCom, Commercial Economics
Amsterdam University of Applied Sciences
2009 – 2010

Marketing & Management (HBO)
IVA Driebergen
2002 – 2006 · *not completed*

Professional Experience — Continued

Manager API Partnerships – Verticals (Automotive, Jobs, Housing)
Oct 2014 – Oct 2018
eBay Classifieds Group · Netherlands & Belgium

- Expanded the Automotive vertical, delivering **double-digit revenue growth** and solidifying market leadership.
- Acted as the bridge between partners' technical teams and internal development — translating commercial requirements into API integrations and shipped features.
- Managed **€15M+** in monthly API-driven transactions; negotiated commercial contracts and implemented new pricing models.

Account Manager Online Media – Automotive
Jan 2011 – Sep 2014
Motomedia (acquired by Azerion) · Amsterdam

- Built partnerships with major car brands, boosting annual campaign revenue by **25%+**.
- Designed branded content campaigns integrating online, social, and event-based marketing channels.

Account Manager ICT
Sep 2008 – Dec 2010
Linkit Projectmanagement · Utrecht

- Managed ICT consultant placements for major clients including T-Mobile, Heineken, and TNT.
- Coordinated recruitment, sales, and marketing initiatives, contributing to sustained business growth.

Certifications

- **Growth Hacking Crash Course** Growth Tribe · 2017
- **IT Awareness & ITIL Foundation** 2009

Recommendations

Christina Adamidou
Booking.com — Digital Platform Experience

"Your ability to manage and align stakeholders was a great asset, at a very critical time of the program. Your proactive mindset continues to be one of your greatest strengths."

Remmert Oosterling
Adevinta — Head of Partnerships Benelux

"Quintin has a great talent for translating complex organisational issues into feasible projects, clear goals and a credible business case. His congeniality and leadership qualities enable him to convince all stakeholders."

Jeroen Brouwer
Marktplaats.nl — Head of Automotive C2C

"He can chew on a data analysis or legal contracts for days to make sure he doesn't miss a single detail. I highly recommend Quintin to any ambitious company."

Jouke Tjeerdsma
Azerion / Motomedia — Managing Director

"He's excellent in conceptual thinking, as well as the visualization of ideas because of his endless creativity. Above all that, he has a unique personality and is very fun to work with."