

Adil Günaslan

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Adil is a senior internet professional working on the edges of business, marketing and technology. Adil specializes in internet strategy, web/mobile product development, internet marketing and project management.

Being an entrepreneur with a passion for innovation he has over 15 years of experience with internet marketing and webtechnology and directed many projects and teams from concept to launch.



Studying Technical Business Management and Systems Engineering at Eindhoven University of Technology provided him with substantial analytical knowledge of business and technological aspects surrounding IT processes, engineering and user acceptance.

Adil was involved during the rise of the mobile telecom industry in the Netherlands while working for Logica as KPN Project Manager and Telfort Quality Manager. In these positions he obtained experience with large IT processes and in leading teams to deliver results.

At Aranea Consult Adil subsequently put his efforts into building a new internet business unit and into delivering consultancy and web development to clients.

In 2000 Adil founded Numotion delivering internet consultancy, web/mobile development and internet marketing solutions for businesses in various markets. As of 2010 he works as interim internet consultant, product manager, project manager or teamleader.

Adil excels as an intermediary between business and technology. He is able to structure complex marketing and technology issues and translate them into understandable consulting, creative solutions and results-oriented objectives for teams and businesses.

Adil thinks **professionalism**, taking **responsibilities**, **leadership**, **dedication** and **quality** are essential for being successful. **Innovation**, **self-motivation** and **teambuilding** are his main incentives to create **fun** in the job and to **inspire** himself and his colleagues.

Name ir. Adil Gunaslan
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Twitter <http://twitter.com/numotion>
Experience since 1997
Languages Dutch, English, German

EXPERIENCE

2000 - today	Numotion	Entrepreneur, Internet Consultant, Product Manager, Project Manager, Online Marketeer
1999 - 2000	Aranea	Internet Consultant, Webdeveloper
1997 - 1999	Logica	Project Manager, Quality Manager

EDUCATION

1990 - 1996	Technical Business Management & System Engineering Eindhoven University of Technology
1984 - 1990	VWO Jeroen Bosch College in 's-Hertogenbosch

TRAINING & STUDIES

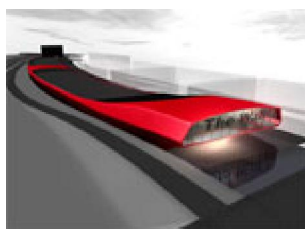
1995 - today	Continuous training and experimenting in e-business/commerce, agile web/mobile development, internet marketing, interaction design
2000	PriceWaterhouseCoopers e-Business capabilities & forecast
2000	Silverstream Java programming fundamentals
1999	Internet / intranet / extranet workshops
1998	Quality Assurance / Telecommunication fundamentals & billing
1998	ITIL Fundamentals / PRINCE 2
1997	Industrial design, usability and ergonomics
1990 - 1996	Technical Business Management & Systems Engineering, Workflow Management, Business Process Reengineering, Web Development

EXPERIENCE EXTENDED

Project	Green Hybride Marketing
Functie(s)	Interim Internet Consultant and Online Marketeer
Periode	2011 - present
Website	www.addinggreen.nl
Methods/Technologies	Business Model Design, Online Marketing
Description	Green is an marketing agency in agriculture. Adil delivered training and workshops to develop an internet strategy and business model for a new agri-startup. He also delivered internet marketing consultancy and services (SEO en Web Analytics) for several projects by Green.



Project	The Wall Utrecht
Role	Interim Internet Consultant
Period	2011
Website	www.thewall.nu
Methods/Technologies	Business Consultancy, Mobile, LBS, Social Media
Description	The Wall is a futuristic combo of a soundbarrier and multifunctional building containing megastores. Adil provided Lips Capital Group with strategic consulting in order for The Wall to engage customers and built an experience using the internet. Mobile services using social media, location, augmented reality and coupons are part of the provided research, presentation and consulting.



Project **Numotion**
Role Interim Internet Consultant, Product Manager, Project Manager, Web Engineer, Online Marketeer
Period 2010 - present
Website www.numotion.nl

Methods/Technologies Business Model Design, Agile, SCRUM, Prince 2, Content Management, SEO, Web Analytics, Social Meda, e-Commerce, HTML5, CSS3, Javascript/JQuery, ASP.NET, PHP, Ruby, Python, Objective-C, Java, SQL, NOSQL, APIs

Description As of 2010 Adil helps businesses on an interim basis with their internet projects.



He consults management in determining their corporate internet strategy and developing their online business model.

As intermediary between all stakeholders he helps to translate strategy into innovative web/mobile products and services that add to the business bottom line. He determines product requirements and plans internet marketing strategy.

As technical product manager he leads the design, development and marketing teams and acts as intermediairy between business and internal/external suppliers.

Project **Numotion Internet Solutions**
Role Entrepreneur, Internet Consultant, Product Manager, Project Manager, Web Engineer
Period 2000 - 2010
Website www.numotion.nl

Methods/Technologies Business Development, SCRUM, Prince 2, Content Management, SEO, Web Analytics, Social Meda, e-Commerce, HTML5, CSS3,

Javascript/Jquery, ASP, PHP, Python, Ruby, Objective-C, Java, UML, MySQL, SQL Server, Hadoop, APIs

Description



From 2000 to 2010 Adil worked on professional internet and intranet projects as a self-employed entrepreneur at Numotion.

Numotion provides web/mobile solutions to SME and larger organisations based on *Numotion WebManager*, the content management system developed by Adil. Project acquisition and negotiations are done by Adil and via his business partners.

Adil provided various organisations with solutions for their internet and intranet projects, including GfK Panel Services, Océ Nederland, Spar Nederland/International, Nederlandse Vereniging voor Radiologie, Ziekenhuis Leiderdorp, Syntens, AC Nielsen, HAS Green Business School, Re-Invent, TensoSoftware en Digibiz.

During projects Adil performed allround in multiple roles like consultant, product manager, project manager, online marketer and web developer. He helped clients develop their internet strategy. He designed and developed internet solutions and delivered training and support. He improved online results using SEO and Web Analytics. He managed planning and resources and maintained relations with clients, partners and suppliers.

Adil managed to market and sell Numotion services with limited resources. Numotion was awarded a top 20 ranking for most innovative Dutch IT companies in 2003 by Intermediair.

Project	Homeofthelegends.nl
Role	Entrepreneur, Product Manager, Online Marketer
Period	2007 - present
Website	www.homeofthelegends.nl

Methods/Technologies Business Development, SCRUM, SEO, HTML, CSS, Javascript/Jquery, ASP, PHP, iPhone/Android, SQL Server, APIs

Description Together with an internet colleague Adil builds homeofthelegends.nl, which is officially the first social sport network in the Netherlands.

H★ME OF THE LEGENDS

It is a platform where sporters create teamsites and manage and share competitions, photos, video and events. The concept is inspired by the likes of Facebook and developed by Adil.

The site currently has over 10.000 registered users and over 100k visitors per month. The business model is based on advertising. Currently Adil focuses on expansion, mobile development, online and offline marketing and sponsoring.

Project **Amuseerje.nl**

Role Entrepreneur, Product Manager, Online Marketer

Period 2007 - present

Website www.amuseerje.nl

Methods/Technologies Business Development, SCRUM, SEO, UX Design, HTML, CSS, Javascript/Jquery, ASP, PHP, Objective-C, Java, SQL Server, APIs

Description Together with a publisher of magazines, Adil launched Amuseerje.nl in 2007.

WWW.AMUSEERJE.NL

Amuseerje.nl is a franchise website where publishers can provide localized cultural and entertainment content in the Netherlands.

The business model is based on subscriptions, ticketing and advertising. The website has over 100K visitors per month.

Adil is responsible for concept design, webdevelopment and marketing. He continuously improves the platform and works to expand the franchise to other locations, publishers and partners.

Project	GfK Panel Services B.V. Intranet
Role	Consultant, Project Manager, Webdeveloper at Numotion
Period	2006 - today
More info	www.numotion.nl
Methods/Technologies	Consultancy, Agile, SCRUM, UX Design, HTML, CSS, Javascript/Jquery, ASP, SQL Server
Description	Together with GfK Panel Services, Adil launched GfK's corporate intranet based on <i>Numotion WebManager</i> .



The intranet improves internal communications and supports over 300 employees in their day to day jobs. The intranet contains both primary and secondary information flows from backoffice systems and provides knowledge management capabilities and authorisations within the GfK network.

Improved communication is the most important achievement and business value for GfK accounting for their ROI.

During this project Adil was involved in acquisition, consultancy, project management, teambuilding, design, development, training and support. Being a full-service supplier he takes responsibility for a succesful launch and continuous support.

Numotion obtained a preferred partner qualification for this project with regard to GfK Panel Services ISO 9000-2000 certification.

Project	Océ Technologies B.V. intranet
Role	Consultant, Project Manager, Webdeveloper at Numotion
Period	2006
More info	www.numotion.nl
Methods/Technologies	Consultancy, HTML, CSS, Javascript, ASP.NET, SQL Server

Description



Adil delivered a corporate intranet project for Océ Technologies based on *Numotion WebManager*. The intranet supports 200+ employees in their daily jobs with up-to-date information and provides autorised access to key documents for sales and procurement departments.

The project involved establishing an content editorial workflow with many groups having different access to information and management tools. An improved internal communication process is the most important deliverable and business value for Océ.

Adil was responsible for technical consulting, webdevelopment and support.

Project

Rockwell Clothing Webshop

Role

Internet Consultant, Project Manager, Webdeveloper at Numotion

Period

2005 - present

More info

<http://shop.rockwellclothing.com>

Methods/Technologies

Consultancy, SCRUM, UX Design, HTML, CSS, Javascript/ JQuery, ASP, SQL Server, Payment Gateways

Description



In cooperation with Rockwell Clothing, Adil delivered an e-commerce project. Main deliverables are an international webshop that enables Rockwell to sell its designer clothing to a global base of consumers and retailers.

The webshop is used for catalog management, stock, pricing, discounting, customers, orders, invoicing, shipping and affiliate programs. Customers have access to a personalised page containing their order history, invoices and preferences.

Payments are possible via common methods like Creditcard, iDEAL and PayPal. Rockwell obtained business value by reducing costs related to brick and mortar shops and an enormous growth by global market reach.

Adil is responsible for internet consulting, product development and online marketing.

Project	Spar Holding/International Website / Intranet / Extranet
Role	Internet Consultant, Webdeveloper at Numotion
Period	2004
More info	www.spar.nl
Methods/Technologies	PRINCE 2, HTML, CSS, Javascript/ JQuery, ASP, SQL Server
Description	<p>As commissioned by Spar Holding and Spar International, Adil delivers five website projects from concept to launch and support based on <i>Numotion WebManager</i>.</p> <p>These projects involve two corporate websites, two corporate intranets and an extranet. The corporate websites focus on consumers providing latest deals and 4000+ franchisers who can find guides for storing their inventory by using an interface to ACNielsen Spaceman. This backoffice integration with ACNielsen Spaceman delivered substantial cost-reduction for Spar. The corporate intranet environments improve internal communication within the Netherlands and globally.</p> <p>Being a fullservice internet provider Adil provides consultancy, webdesign, webdevelopment, hosting and support.</p>

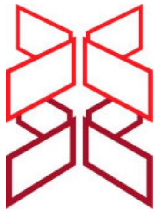


Project	Nederlandse Vereniging voor Radiologie Website
Role	Sales, Consultant, Project Manager, Webdeveloper at Numotion
Period	2000 - present
Website	www.radiologen.nl

Methods/Technologies

Consultancy, SCRUM, UX Design, HTML, CSS, Javascript/ JQuery, ASP.NET, SQL Server

Description



In coöperation with the Dutch Association for Radiology, Adil provided a public website and extranet using *Numotion WebManager*. The association promotes the interests of radiologists in the Netherlands.

This website provides 2000+ radiologists with up-to-date information and interactive services supporting their professions. Radiologists can sign up for conferences and courses, order books and DVDs and communicate via forums through a secured environment.

Efficient communication, knowledge management and increased productivity are the main deliverables and advantages for the Association.

An e-learning pilot has also been launched by Adil at Leiderdorp hospital in conjunction with the website.

Being a full-service internet provider Adil takes responsibility for this project from concept to launch. He remains actively involved in this evolving project as he has been from sales to consultancy, project management, design, development, training and support.

Project

Aranea 's-Hertogenbosch

Role

Internet Consultant, Webdeveloper at Aranea

Period

1999 - 2000

Website

www.aranea.nl

Methods/Technologies

PRINCE 2, UX Design, HTML, CSS, Javascript, ASP, SQL Server

Description



At Aranea Adil was responsible for building a new internet business unit in order to expand the business portfolio of Aranea. Bid management, customer relationship management, teambuilding and webdevelopment were part of his day to day responsibilities.

Project **Telfort Callcenter Amsterdam**
Role Quality Manager at Logica
Period 1998 - 1999
Website www.logica.nl

Methods/Technologies PRINCE 2 / Logica Quality Methodology

Omschrijving



In his role as Quality Manager, Adil was responsible for initiating and monitoring quality procedures on software deliverables by the 100 man strong Logica team at Telfort.

Responsibilities include: initiating and monitoring ITIL procedures regarding internal and external quality, configuration management, observation reporting, archiving, release procedures, bid management and other Logica guidelines.

Project **KPN Numberportability Utrecht**
Role Project Manager at Logica
Period 1997 – 1998
Website www.logica.nl

Methods/Technologies PRINCE 2 / ITIL

Description



Adil was responsible for project management tasks during the software implementation of KPN numberportability service. This service allowed customers to switch between providers while maintaining their phone number.

Responsibilities include: lead team, management reporting, creating project and quality plans and managing processes in accordance with ITIL/ PRINCE 2 guidelines.

SKILLS & INTERESTS

Find below the skills and interests which Adil passionately studies and works on every day.

