

Listycon bvba
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Listycon bvba presents outsourced labour: **Mr. Polley, Robin**

CV last updated: 26/02/2018

Personalia

Address: Zuidschotestraat 21, Bikschote
Mobile: Please contact Listycon bvba
E-mail: Please contact Listycon bvba
LinkedIn: www.linkedin.com/in/robin-polley-0842069b/
Driver's license: B
Date of birth: 17/10/1994
Nationality: Belgian



Main professional characteristics

- Junior Business Developer
- Creating and updating complete and detailed Business Plans
- Basics Financial Plans, comparison of supplier offers / proposals
- Marketing:
 - Potential market / reach / Buy Persona / Competition analysis
 - Forecasting Cost of Customer Acquisition and Life Time Value
 - Defining Marketing Strategy (Price, Promotion, Product, Place) and Funnel
- Professional reporting and presentation skills in 3 languages
- Multilingual communicator, fluently in 3 languages (also in writing): direct communication with providers, customers and partners
- Able to work independently as well as in team, able to lead teams
- Experienced MS Office user + able to type blind fluently
- Organised and structured insights in handling key documentation

Main application area

- Telecom / Datacom
- Sales / Marketing / Business Development
- Administration
- Secondary: Project Management / QA

Key personal characteristics

- Result driven, enthusiastic and fast learner, autodidact
- Can cope with stress situations
- Reliable and flexible
- Creative and loyal
- Good sense for details
- Leisure time: football (> 15 y), jogging, swimming, travelling, culture, history

Most Recent Project(s)

- **July 2017 – now (already started in February '17 with internship)**
 - Junior Business Development for Listycon bvba, ZOALA® TV project:
 - Product and Service Development
 - Contract negotiations, analysis and creation
 - Marketing and Sales support
 - Organising exhibition visits, investor pitches, workshops
 - Creation and filing + direct follow-up of official appliances with Governmental Instances, Crowdfunding platforms, Resource Providers...

Training and education

- **Education:**
 - 2014 – 2017: Bachelor Int. Business Management (Artevelde University College Ghent)
 - Final thesis: Life cycle of mobile phones (recycling project)
 - Business Assignment: Creation of complete Business Plan for Singer/Song Writer
 - 3 month internship Listycon bvba: complex Business Plan design including creation and analysis of surveys, marketing, sales, investor data...
 - 2012 – 2014: Bachelor French / Economics (Full 2 years passed successfully)
 - 2006 – 2012: Economics, Modern Languages. (Sint-Vincentiuscollege Ieper-Ypres)
- **Student jobs:**
 - Listycon bvba (2017, July-Sep.): Business Development of the ZOALA® TV project.
 - Bellewaerde – Amusement Park (2010, 2011, 2014-2017):
 - Customer hosting in catering
 - Financial verifications catering
- **Additional training on the job:**
 - 5 month IBO – Listycon bvba (Individual Professional Training)
 - Telecom/Datacom: Interactive Digital TV characteristics
 - Resource planning, internship organisation and networking events
 - Data Research and Analysis, creation of professional presentations, presenting final results to Senior Management
 - Sales and Marketing: exhibition coordination, preparation and follow-up
 - Establishing partnerships by means of meeting preparations, one-to-one communication, reporting and follow-up
 - Basics of Acceptance Test Protocols (ATP: FAT, SAT, SIT, UAT, E2E, FUT)
 - Tools:
 - MS Office / Mac and Windows
 - Social Media: Facebook, Twitter, Instagram, LinkedIn
 - Basic web design (Webnode)
 - Business card design including logo (www.flyer.be)
 - Basics ERP (SAP)

Languages

	<u>Speaking</u>	<u>Writing</u>
• Dutch	Mother tongue	Mother tongue
• French	Very good	Very good
• English	Very good	Very good
• German	Basics	Basics

Detailed job experience

- **July '17 – now (already started in February '17 with internship):**
Listycon bvba – Junior Business Developer (international characteristics)
 - Main activity: Business development Start-up ZOALA® TV
 - Abstract:

Listycon bvba delivers professional consulting since 2005. One of its more recent projects is ZOALA® TV, the next generation of Internet Television for people on the move. The project covers all business aspects from start-up to launch.
 - **Tasks & Responsibilities:**
 - Creating and updating complete and detailed Business Plan (English / Dutch):
 - Problem statement, solution, mission, vision and policy statement
 - Market research (survey details and conclusions), USPs (Unique Selling Points) and SWOT (Strengths, Weaknesses, Opportunities and Threats)
 - Defining Products & Services and their competitive pricing
 - Designing Marketing Plan and Strategy
 - Financial information and KPI analysis
 - Screening of Suppliers' Offers / Proposals
 - Review Broadcaster contracts and reporting to Senior Management
 - Administration and Organisation:
 - Funding and Investments:
 - Organising Investor Event
 - Web Research for potential partners / investors
 - Attending Exhibitions:
 - MIPCOM / MIPTV (Content market for co-producing, buying, selling, financing and distributing Multimedia content)
 - Internships:
 - Internship job description design
 - Posting in different databases
 - Analysing potential interns
 - Job Interviews / Contract reviews
 - Intern follow-up
 - Crowdfunding:
 - Analysis existing Crowdfunding platforms
 - Organising and conducting F2F-meeting
 - Follow-up of contract negotiations
 - **Environment:**
 - Telecom/Datacom: technical and non-technical Operator environment:
 - Over The Top (OTT) = Broadcasting over the Internet
 - Covering End-to-End chain
 - Interdepartmental and field experience / Home Office

- Secondary activities:
 - Tasks & responsibilities:
 - Training on the job
 - Demo space maintenance
 - Troubleshooting support
 - Broadcaster negotiations with Senior Management
 - NDA (Non-Disclosure Agreement) analysis
 - Environment:
 - Professional Test environment
 - User Interface testing (functional)
 - Usability testing (performance, stability and easiness to use)
 - Server and demo set-ups

Listycon outsources its high potential employees in consultancy contracts

In case you are interested in this candidate or if you have further questions, please contact:

Mr. Pieter Jooris

CEO Listycon bvba & current employer of this candidate.

Mobile: +32 477 707048

Email: Pieter.jooris@listycon.be

Web: www.listycon.be / www.zoala.tv

Or contact the candidate directly (See Personalia above).

Recent candidate references

- **Mr. Jooris, Pieter, Listycon bvba**
 - CEO, Founder of ZOALA® TV
 - Test & Integration Manager; Project / Program Management
 - E-Mail: pieter.jooris@listycon.be
 - Mobile: +32 477 707048
- **Mss. Vandamme Pasita, Bellewaerde**
 - Director of Catering
 - E-Mail: pasita.vandamme@hotmail.com
 - Mobile: +32 486 23 50 03
- **Mr. Hantson Wim, Independent, CM:**
 - IT Manager
 - E-mail: wim.hantson@telenet.be
 - Mobile: +32 475 52 50 16
- **Mr. Steven Martens, Teacher, Artevelde University College Ghent**
 - Internship supervisor
 - E-mail: steven.martens@arteveldehs.be

More references available upon request.

About Listycon bvba

Listycon bvba was founded in 2005 by Pieter Jooris, Master in Computer Science Engineering (KHO, Gent 1992) and covers as main activities:

- Business Development Services (Outsourcing to assist Start-ups, Trainings, Marketing, Sales,...)
- SW/HW Test & Integration Management
- STB Test & Development Management
- Project & Program Management
- STB Vendor Management
- iDTV integration
- Head End (Analogue & Digital) Integration
- RF & Video Quality Analysis
- Interactive applications testing (service bound / unbound)
- Development of SW and HW requirements / Specifications (i.e. STB's) & Marketing User Interface specifications
- Founder of ZOALA® TV, the new Internet Television for minority groups (www.zoala.tv)
- Writing patents (Automated Time Zone Shifting, Prime Time Tracking)
- ...

The typical - but not exhaustive – work environments or Service Deployment Areas are:

- Telecom in the most general sense
- Datacom in the most general sense
- Banking and Stock Exchange (experience from former projects @ Barco as employee)
- (Multi-)Media Industry in the most general sense
- Cable operators / Telecom operators / Broadcasters
- SW Design companies
- Top Layer Applications / User Interface Testing / Embedded SW testing
- Broadcasting, Narrowcasting, Multicasting, Unicasting
- Contribution (uncompressed SDI, redundant fiber rings...) / Distribution (HFC, ATM, SDH, IP, OTT,...) – Studio's / Operators / Broadcasters...
- Factory Acceptance Testing (FAT)
- Site Acceptance Testing (SAT) / Systems Integration Testing (SIT) / Interoperability Testing (SW, HW, Interfacing SW communication Protocols)
- User Acceptance Testing (UAT) & E2E Testing
- Head End Engineering / iDTV – VOD environments / IP environments / OTT
- ...

Listycon bvba offers a vast experience in all of the above listed aspects, especially Project and Test Management and recently added Business Development in a fast changing world of interactive Digital TV, its Media Industry players & beyond.

Some of the most important projects Listycon bvba covered, are amongst others:

- Start-up: ZOALA® TV
 - Project Management, STB Development, Vendor Management, Test & Integration Management at Liberty Global / Unitymedia KBW GmbH Germany (> 9 years)
 - Start-up of INDI N.V. (Belgian Digital Television Cable Operator, Integan / Interelektra consortium) + STB development & STB test & Integration management until take over by Telenet (2y)
 - Web browser applications testing for mobile telephony (Proximus)
 - WiFi and Power Line Test set-ups and Test Execution (Volt / Proximus)
 - Arena STB approval project (HW / SW Samsung & Technotrend SD Zapper boxes) for Unitymedia GmbH
 - Test & Integration Management for Scientific Atlanta / Telenet N.V.
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