

ALEXANDER WITTEVEEN

CTO - Digital Executive - Board Member

AI & Platform Strategy • Digital Transformation • Engineering at Scale
Business-Outcome Driven Technology • P&L Ownership



Amsterdam, Netherlands | +31 6 47 14 57 06 | xanderwitteveen@gmail.com | [linkedin.com/in/alexanderwitteveen](https://www.linkedin.com/in/alexanderwitteveen)

EXECUTIVE SUMMARY

Technology executive with 20+ years driving digital transformation, platform innovation, and AI-led growth at global enterprises including **Decathlon** (€16.2B), **Elsevier/RELX** (FTSE-100), and **Google**. Proven record of architecting composable, cloud-native platforms at scale—delivering €170M+ incremental revenue, leading 2,500+ engineers, and managing €510M+ product portfolios. Deep AI pedigree spanning 15+ years: from leading €25M government AI & machine-interaction programmes, to embedding Data Science into Elsevier's operating model, to architecting Decathlon's AI-driven personalization engine at global scale. Drives cost optimization through legacy platform rationalization, vendor consolidation, and AI-powered workforce acceleration, achieving 8% annual cost efficiencies. Combines deep technical fluency (multi-cloud, event-driven architecture, IoT, AI/ML) with board-level strategic vision and a coaching leadership style that builds elite engineering cultures.

SIGNATURE ACHIEVEMENTS

€170M+ incremental revenue

Architected global personalization platform at Decathlon, delivering 150% ROI within 2 years

8% annual cost efficiencies

Legacy rationalization, vendor consolidation, and AI-powered workforce acceleration across portfolios

2,500+ engineers led globally

Co-Deputy Global CTO at Decathlon, aligning digital revenue and tech assets across 80+ countries

AI at scale: 225M+ customers

AI-driven personalization and CIAM platform across 400+ touchpoints (IoT, Apps, POS, e-commerce)

PROFESSIONAL EXPERIENCE

Co-Deputy Global Group CTO & VP Customer Growth Domain | **Decathlon**



Jul 2023 – Present

Amsterdam & France | €16.2B global revenue | 20% group digital revenue | 120,000 employees | 80+ countries

- **Elevated to Co-Deputy Global Group CTO** (Apr–Dec 2024), reporting directly to the CDO, providing technical alignment across Decathlon's entire digital estate and 2,500+ engineers.
- Architected and delivered a global AI-driven personalization platform generating €170M in incremental revenue (150% ROI in 2 years), serving 225M+ customers across 80 countries.
- Led strategic migration to composable, event-driven architecture (EDA) enabling near real-time customer interactions across 400+ digital touchpoints (IoT, mobile, POS, e-commerce).
- Developed and rolled out a unified global Membership Platform serving 120M customers and a mission-critical CIAM platform for 225M+ users.
- Drove digital channel contribution from 17.4% to 20% of group revenue through platform-led innovation and data-driven customer strategy.
- Defined and executed multi-cloud infrastructure strategy (GCP, AWS) with focus on cost efficiency, security, scalability, and resilience.
- Built and led globally distributed engineering teams; established global/local location strategy and insourced critical digital talent.

CTO / VP Engineering & Technology Excellence | **Elsevier (RELX, FTSE-100)**



Jun 2018 – Jul 2023

Amsterdam & London | €10B global revenue | 40M+ users | 18% of global research output

- Scaled Technology Hub from 32 to 220+ FTE (316% hypergrowth in 18 months), attracting 26% of hires from top-tier companies (Google, Booking.com, Amazon, Philips).
- Pivoted product portfolio towards connected platforms with AI/ML integration and robust data foundation, driving modernization of Scopus (€450M) and Engineering Village (€60M+).
- Championed data-driven decision-making (SVPG methodology) and embedded Data Science into the operating model across Research Technology.
- Architected award-finalist global onboarding programme for 2,000+ annual hires (eNPS +91), reducing time-to-productivity by 3 months and saving €13M+ in unproductive labour costs.

- Transformed engineering culture: improved eNPS from -35 to +12 within 8 months; achieved 3% non-regretted attrition after 18 months.
- Custodian of €18M+ TechP&L; delivered security transformation including company-wide User Privacy Center for regulatory compliance.

CTO | Beate Uhse AG

BEATE UHSE

Oct 2016 – Jun 2018

Amsterdam | €130M revenue | 16M customers | 10 countries

- Led digital transformation of pan-European e-commerce and retail platform across 35+ products, 10 countries, and 60+ stores.
- Defined cloud migration strategy (Azure/Private Cloud) with API-Led Architecture (Mulesoft), dramatically reducing time-to-market.
- Managed €10M+ technology budget aligned to company vision; built and coached multiple DevOps teams across geographies.

EARLIER CAREER

Sr. Manager Software Development A.I. | PGGM | 2015–2016

Led 20+ parallel SCRUM teams; reduced time-to-market by 21%; managed CRA system processing €2B annually.

Sr. Manager Development & Product Delivery | HoyHoy/Pricewise | 2015–2016

Drove 60% team growth; implemented CI/CD infrastructure; international talent acquisition strategy.

Sr. Manager IT & Product Implementation | InSided (now Gainsight) | 2012–2015

Delivered 29 enterprise SaaS projects on AWS (Sonos, KPN, T-Mobile, Rabobank, TomTom); 37% productivity improvement.

Programme Coordinator – Innovation Programmes (AI & Man-Machine Interaction) | RVO.nl | 2008–2010

Designed and executed €25M government innovation programmes focused on AI and human-machine interaction.

UCD Product Manager – User Experience Lab | Google | 2007–2008

Led UX research and usability projects at Google's European operations.

BOARD & ADVISORY

Founder | Executive Advisory & CTO Advisory Practice | 2004–Present

Fractional CTO/CIO advising companies on digital transformation, technology strategy, OKR alignment, and senior leadership coaching.

Board Member | AGRM Solutions C.V. | 2019–2023

EDUCATION

MSc Media Technology, Advanced Computer Science & AI — Leiden University | 2004–2007

BSc Computer Science & User Experience Design — The Hague University of Applied Sciences | 2000–2004

TECHNOLOGY & DOMAIN EXPERTISE

Platforms & Architecture: Composable Platforms, Event-Driven Architecture, Microservices, API-Led Design, CIAM, IoT Integration, Multi-Tenant SaaS

Cloud & Infrastructure: Multi-Cloud (GCP, AWS, Azure), Kubernetes, CI/CD, DevOps, Infrastructure as Code, Cloud Migration

Data & AI: AI/ML Strategy, Data-Driven Decision Making, Personalization Engines, NLP, Data Science Integration, SVPG Methodology

Leadership & Strategy: Digital Transformation, P&L Ownership (€18M+), Global Engineering Org Design, Talent Strategy, OKR Frameworks, Agile at Scale

PUBLICATIONS & RECOGNITION

- "High Performing DevOps Enterprises" — DevOn Conference, 2021
- "From Galileo to Tech Hub" — RELX internal publication, 2021
- **Finalist — Onboarding Programme of the Year 2023** (Learning Awards / LPi)
- **iF Design Award** — Decathlon e-commerce platform rebranding (2025)

SELECT CERTIFICATIONS

SVPG Empowered Product Delivery | Strategic Leadership (DDI) | Machine Learning Masterclass | OKR & Agile | Certified Product Owner (Xebia) | Certified Scrum Master | PRINCE2 | Security Foundations

Languages: Dutch (Native) | English (Native/Bilingual)