

Paul Suurmeijer

Resume



Paul is a digital, operations, and marketing expert with 15 years of experience at the intersection of brand and technology – from global brand campaigns, media, and production to enterprise platform delivery, CMS implementations and migrations, and complex system integrations. Known for becoming the central nervous system of any team he joins, he's not afraid to get his hands dirty when facing complex, ambiguous challenges –whether diving into data, managing multi-stakeholder programs, or redesigning processes at scale. His ability to view problems through creative, business, technical, and human perspectives simultaneously allows him to deliver pragmatic solutions that drive impact across fast-growth and global environments.

Professional Timeline

August 2026 – Current



THROUGH UP IN FLAMES AS A CONTRACTOR
Dept
Project Manager Data

I run the data track for a global footwear and apparel retailer – a portfolio of nine data and AI projects covering marketing mix modeling and incrementality testing, KPI and post-campaign dashboards, AI-assisted reporting, competitor analysis, budgeting, and customer reporting, built on BigQuery, Google Cloud, Databricks and Power BI. I facilitate a team of data engineers, BI consultants and AI specialists on a two-week sprint cadence, own staffing and the roadmap, and keep the client's analytics stakeholders sighted on progress, priorities, and where the hours land.

August 2026 – Current



THROUGH UP IN FLAMES AS A CONTRACTOR
Sonic Equipment
Product Owner Digital

I own the custom back-end on the program replacing the company's ERP with Priority – the layer that keeps warehouse, product data, webshop, CRM and EDI talking to one another while finance, orders and master data move across, for eight legal entities ahead of a phased European go-live. I translate requirements into user stories, prioritize the backlog by business value and dependency, and hold the interface with the implementation partner so every integration is agreed before its build window. I also moved the team from an open Kanban board onto a sprint cadence with sized tickets and releases, so delivery dates became forecastable.

June 2026 – Current



Nibble
Co-Founder

NIBBLE ↗

I co-founded Nibble, an all-in-one platform for consumer promotions: brands launch reward campaigns, consumers claim and redeem them at participating venues, and Nibble settles those venues weekly from a single purchase order – no reimbursement lag and no per-redemption fees.

March 2026 – Current



THROUGH UP IN FLAMES AS A CONTRACTOR
Aura Frames
Project Manager Creative

I run creative project management for Aura's in-house team, sitting between the people across the organization who need work made and the designers who make it. Requests arrive continuously, and I triage, scope and prioritize them so the team works on the right things in the right order. I also built their Monday.com instance from scratch – the boards, intake forms, automations and reporting the whole creative operation now runs on.

February 2024 – August 2026
2 years, 7 months



THROUGH UP IN FLAMES AS A CONTRACTOR
Heineken International
Agile Project Manager

As a Senior Agile Project Manager in Heineken's Digital & Technology team, I lead the end-to-end delivery of global digital products, aligning business ambition with solution architecture and the wider digital strategy. Beyond the title, I act as a digital product and innovation partner – managing dependencies, risks, vendors, and large-scale deployments while championing experimentation, collaboration, and transparency. Increasingly, I'm a go-to for how digital solutions can serve brand and marketing goals across the business.

January 2024 – January 2026
2 years



Superside
Customer Advisory Board

As a member of Superside's Customer Advisory Board, I provided strategic insights to shape the product roadmap and improve customer experience. I collaborated with leadership to align services with client needs, shared industry trends, and identified growth opportunities.

August 2021 – February 2024
2 years, 7 months



Brex
Marketing Production Lead

As Marketing Production Lead, I owned the go-to-market engine for Brex's brand campaigns and marketing, leading brand and creative development, media planning, and end-to-end production. I managed a broad ecosystem of creative agencies, media partners, vendors, and freelancers, and owned the marketing rhythm that kept creative, media, and production aligned to shared launches and outcomes. I also led the evaluation, onboarding, and management of agency and creative partners, as well as the technology stack the marketing team used.

“Not only does Paul consistently show himself to be a true operational expert with the ability to keep budgets, calendars, and people on track, but Paul and his knowledge base have become the central nervous system of our team.”

– Chief Communications Officer

August 2017 – August 2021
4 years



Monks (formerly Media.Monks)
Senior Producer

As Senior Producer, I delivered brand campaigns and digital innovation for global brands across teams, time zones, and technologies – digital campaigns, platforms, AR, VR, interactive films, rich media, apps, and games. I steered creative partners, agencies, and specialists from experimentation through to launch, always keeping people connected and problems solved. Award-winning work followed along the way (CLIO, Webby, FWA).

Project Awards

- 10x FWA of the Day (First Web Award)
- 4x CSS Awards: Site of the Day
- Awwwards Nominee, Sites of the Day, and Developer Award
- Bronze CLIO Sports Award & Bronze CLIO Fashion Award
- ‘Webby for Good’ Webby Award

June 2014 – July 2017
3 years



Valtech
Senior Project Manager & Scrum Master

As Project Manager and Scrum Master, I directed the delivery of websites and digital platforms built on Sitecore, Drupal, and Episerver – from new CMS implementations to CMS migrations – owning client relationships, budgets, and planning. Clients included Heineken, for whom we built eCommerce platforms, and the Dutch DMV (RDW). I also coached and trained colleagues and clients in Agile and Scrum while building out these platforms.

2011 – 2015
4 years



Stichting PANN
Designer & Media Specialist (Volunteering)

PANN is an LGBTQ+ youth organization, organizing small-scale parties and get-togethers for youth to offer a safe space to be themselves. I've designed their rebrand with the current logo, and worked on their advertisements.

June 2011 – May 2014
3 years



IJsfontein
Project Manager & Traffic Manager

Collaborated on multiple interactive media projects; specifically serious games. Examples include work for youth and kids (such as sexual education) and a medical simulation game. At the same time, I owned the resourcing management for the company, assuring key staff was assigned to projects matching their expertise.

2008 – 2012
4 years



Education
Bachelor of Arts in Game Design & Development
Utrecht School of Arts (2012)

Keywords

English, Dutch, Brand Marketing, Brand Campaigns, Go-to-Market, MarCom, Creator & Agency Stakeholder Management, Media Planning, Consumer Engagement, Consumer Journey, Digital Innovation, Innovation from Experimentation to Scale, AI-native, Generative AI, Data-driven Marketing, Digital Ecosystems, Analytical, Agency Experience, Program Management, Headless CMS, CMS Migration, Sitecore, Drupal, Episerver, Content Modelling, Enterprise Integrations, Localisation & Multilingual Websites, Vendor Management, Budget Tracking, Product Owner, Certified Scrum Master, Project Risk Management, Agile & Waterfall, UX & UI Design, Web Development, Financial Management, Airtable, Asana, Monday, Figma, JIRA, Notion, Confluence, DataStudio, Google Analytics, low-code and no-code, quick learner, problem-solver, and many more...

Paul keeps a curated body of work – the projects he's most proud of producing and managing, alongside cases on the process work behind them. Many have earned industry awards, and all are the result of collaboration with talented teams.

WORK

