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# JAY KLINKHAMER

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## ~Innovative Digital Strategist & CX Owner ~

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### EXECUTIVE SUMMARY

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Experienced, innovative and patented executive, offering over 20 years of experience in digital strategy, product ownership and Customer Experience. Proven experience developing, implementing and managing the overall digital strategy, roadmap and business architecture for global Fortune 50 companies. Led the separation of Hewlett-Packard into HP, Inc. and Hewlett Packard Enterprise for digital. Developed and managed the largest technology overhaul in HP history with a new web support portal. Responsible for the MPS service portal creation and remote management as part of the HP Managed Print Services start-up core team. Co-conceived (patented) and developed HP's Instant Support which automated and sped up the resolution of computing and printing problems by linking devices embedded web servers (EWS) to enable e-services like message notification, remote diagnostics, software/firmware upgrades, and e-commerce. Invited to HP Global Tech-Con conferences in 2012, 2014 & 2015 for innovative papers. Very broad experience including stakeholder engagement, business management and engineering management.

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### CORE STRENGTHS

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Digital Strategy	Technical Business -	Taxonomy Management
Stakeholder Management	architecture	AB Testing
CX Design and Management	Global Support Automation	Vendor Selection &
Agile Management	Salesforce/MS Dynamics	Management
Cross Functional Team	Analytics	Product R&D
Leadership	Content Management	

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### EMPLOYMENT HISTORY

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**HP, INC. • GLOBAL DIGITAL STRATEGY & ARCHITECTURE MANAGER** **2013 – PRESENT**

*HP Inc. is one of the world's largest developers and purveyors of personal computers and printers.*

Plan, execute and manage the global digital strategy, CEX and capabilities roadmap for HP's online services and customer support across customer portals, mobile devices and on-product apps. It covers 68 countries, 120,000 products, 24 languages and records over 900 million unique visits a year. Manage a team of four, including two product owners, UX lead and FE developer. Developed analytics and metrics' systems and methods to assess the success of projects and programs. Implemented new dynamic AB testing suite.

#### Notable Achievements:

- Added \$100 million in revenue, reduced operating costs by \$9 million and increased customer satisfaction (NPS) by 50% with a \$31 million investment in a new web support portal. Included major investments in horizontal portal, Knowledge Management, Online CRM, assisted support (chat, e-mail, video) and support technologies such as Salesforce/MS Dynamics, Social media monitoring and Taxonomy management.
- Increased NPS over 11 points with the first implementation for B2C customers. Currently working to merge B2B customers into the new platform to further increase KPI's and provide customers with a one-stop shop that is truly localised.
- Launched several new online channels including WeChat in China; gaining over 700K followers and grossing over \$1.5 million in services revenue alone.
- Conceived and introduced a true Knowledge as a Service capability for all HP content.
- Added an additional \$6 million in services revenue in just 4 months with a new dynamic banner system that has significant additional revenue projections for FY17 and beyond.

**HP INC. GLOBAL SEPARATION MANAGEMENT OFFICE • HEAD OF GLOBAL DIGITAL 2014 – PRESENT**

*Manage the separation of Hewlett-Packard into two companies, HP Inc. and Hewlett Packard Enterprise.*

Manage and lead the separation of all web, social media, Online CRM, knowledge/training and channel delivery systems, as a special assignment for the Separation Management Office. Orchestrate the strategic allocation of employees, assets, IT applications, functional process changes and more.

**Notable Achievements:**

- Successfully achieved all milestones ahead of schedule leading up to the separation and after, within budget.
- Concurrently manage the global digital separation of both companies along with the global digital strategy for HP, Inc.

**HEWLETT PACKARD • DIGITAL PRODUCT MANAGER****2012 – 2013**

Product managed the expansion of HP's remote monitoring platform for HP Imaging and Printing products including the development of a portfolio fee-based of proactive services. Shifted strategies to web activities including a new chat implementation, social media, online diagnostics, knowledge management and IVR extensions. Led all online and technology related initiatives from strategic vision to concrete separation and, lastly to integration plans. Oversaw all key program components including customer experience management, budget, cost benefit analysis, IT, product research and development (R&D), plan of record, metrics and solution development.

**Notable Achievements:**

- Added \$10 million in annual revenue and savings with the development and implementation of support automation initiatives for commercial products.
- Saved more than \$16 million with the development of an overall digital care/service strategy for HP commercial customers. Included self-help, purchasing and service support such as HP Instant Ink, SureSupply, Care Packs and more.

**HEWLETT PACKARD • GLOBAL SUPPORT AUTOMATION PRODUCT MANAGER****2009 – 2012**

Conceived and managed all automation services (remote monitoring of printing devices), covering both revenue driving and cost reduction initiatives. Oversaw all key program components including service definition and delivery, IT, R&D and solution development. Worked with a cross-functional team across portfolio sales, marketing, legal, IT, product R&D, engineering and more.

**Notable Achievements:**

- Led every facet of the product's journey from conception to determining positioning, competitive analysis, feature prioritization and go-to-market strategy.

**HEWLETT PACKARD • GLOBAL SERVICES & SOLUTIONS PRODUCT MANAGER 2007 – 2009**

Represented HP Services organization in collaboration with other HP organizations to achieve services objectives. Advised organizations about products and services. Developed policies, strategy, and tactics within the assigned services areas.

**Notable Achievements:**

- Implementation of Software Solution Services from early engagement (pre-assessment all the way through product introduction to end of service lifecycle).
- Led the introduction of solution services at a global and regional level for multiple HP Portfolio solutions; including HP Web JetAdmin consulting services, Universal Printer Driver implementation services & Card Access Control services.

**HEWLETT PACKARD • WORLDWIDE E-DELIVERY PROGRAM MANAGER****1996 – 2007**

Promoted several times to key managerial positions within HP. Managed all technology services for HP Imaging and Printing Serviceability Initiative including hardware, software and internet technologies.

Developed, initiated and managed new and innovative commercial support services which cross between desktop and internet services to provide proactive resolutions of known issues. Created and managed the first pay-per-use service, marketed as PrintAdvantage and oversaw all digital media within the Value-Added Services Business Development start-up. Served as Services and Support Lead on EMEA e-Business Council as well as European support business representative for the Worldwide HP Knowledge Management Initiative.

**Notable Achievements:**

- Co-conceived (patented) and developed HP's Instant Support for printers which automates and speeds the resolution of computing and printing problems by linking printers embedded web servers (EWS) to enable e-services like message notification, remote diagnostics and more.
- Implemented HP's first e-mail and on-line chat solutions.
- Responsible for overall online support strategy for HP's commercial Imaging and Printing Division (IPG) including SMB, commercial/enterprise, High-Value and Managed Print Services customers exceeding over \$10 million in annual savings while boosting Total Customer Experience quality measures.

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**EDUCATION**


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**HARVARD MANAGEMENT MENTOR COURSES • Harvard Business Review: 2012****POST GRADUATE E-BUSINESS PROGRAM • London Business School: 2011****BACHELOR'S IN INTERNATIONAL MARKETING • Hogeschool Inholland, Amsterdam: 1992****BACHELOR'S IN COMMERCE • University of Cape Town, Cape Town: 1986**


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**LANGUAGES**


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**NATIVE ENGLISH****NATIVE DUTCH****CONVERSATIONAL FRENCH**