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FREDERIK DE ROOVER

PRODUCT MANAGER, DIGITAL PRODUCTS & TEAMS

EMAIL
me@frederoover.be

WEB
frederoover.be

LOCATION
Aalst, Belgium

ABOUT ME

Product manager with 14 years of experience in digital platforms, from sites with 5 million unique visitors a month to a B2B self-service platform on several continents. I own the roadmap, turn what the business needs into a backlog developers can work with, and lead delivery through to after the release. I started as a developer, so I can talk to external teams and partners about technology, integrations and UX. I have worked for **DPG Media, mateco, Jan De Nul, Colruyt, VUB, Securitas, Kipling, Eastpak** and plenty of other brands.

EXPERTISE

ROADMAP AND PRIORITISATION

Roadmap for launches in new countries at mateco. Before that, the paywall for HLN and De Morgen.

EXTERNAL DEVELOPERS AND PARTNERS

Offshore development teams at Jan De Nul, external partners at Typografics, a steady partner group at Fraai.

PLATFORMS AND E-COMMERCE

Websites and webshops since 2012. Digital platforms for major brands such as Colruyt, Kipling and Eastpak.

FULL PRODUCT LIFECYCLE

Discovery, requirements, backlog, user stories, sprint planning, testing and release. Certified Scrum Product Owner.

TECHNICAL INSIGHT

Started as a frontend developer. AWS Certified Cloud Practitioner. Can talk through integrations, performance and accessibility.

AUTOMATION AND ADOPTION

Replaced manual workflows with software at Jan De Nul, rolled out to teams in more than 100 countries.

EXPERIENCE

2022 - Present
WAREGEM

MATECO PRODUCT MANAGER

Responsible for the product strategy of a B2B self-service platform that runs on several continents. I follow the whole process from discovery to release: getting stakeholders aligned, prioritising the roadmap, planning sprints and rolling out releases, together with developers, UX designers and business owners.

- → Platform rolled out in 10 countries: Belgium, the Netherlands, Luxembourg, Germany, Poland, Czechia, Hungary, Mexico, Panama and Chile
- → Link between business and development in an agile team

2015 - Present
AALST

FRAAI AGENCY FOUNDER & DIGITAL STRATEGIST

A digital agency I founded and built up myself, for companies that need a website, webshop or platform. I guide projects from strategy and UX through to delivery.

- → Single point of contact for clients, from first conversation to release
- → Works with a steady group of development partners, so larger platforms are feasible too

2019 - 2022
AALST

JAN DE NUL PRODUCT OWNER

Responsible for developing and rolling out internal software worldwide at one of the largest dredging and offshore companies in the world. I translated operational needs into software that works on a ship or a worksite.

- → Software rolled out to teams in more than 100 countries
- → Manual operational workflows replaced by automation
- → Led offshore development teams and managed international stakeholders

2017 - 2019
ASSE

DPG MEDIA PRODUCT OWNER

Product Owner for hln.be and demorgen.be, which together draw more than 5 million unique visitors a month. In that period we launched the paywall and rolled out GDPR across the whole platform.

- → Launched the paywall, with an immediately measurable effect on subscription revenue
- → GDPR rollout for millions of users finished within the legal deadline
- → Online merger of De Persgroep and Medialaan into DPG Media, including the integration of the separate corporate websites

Projects: HLN.be · De Morgen · Humo

2013 - 2017
HAMME

TYPOGRAFICS PRODUCT OWNER & TECHNICAL LEAD

Started as a frontend developer and grew into Product Owner & Technical Lead. I managed the client relationships with major brands, led the internal development team and was the technical contact for external partners.

Projects: Colruyt · Kipling · Eastpak · VUB

2012 - 2013
DENDERMONDE

DIGITAL COWS FRONTEND DEVELOPER

My first job, at a fast-growing digital agency. I built websites and webshops for all kinds of clients and learned the trade there: HTML, CSS and JavaScript.

CERTIFICATES

ILEAN

Certified Scrum Product Owner

AMAZON

AWS Certified Cloud Practitioner

REALDOLMEN

ECMAScript 6: A Better JavaScript Today

W3SCHOOLS

HTML Developer

W3SCHOOLS

JavaScript Developer

W3SCHOOLS

CSS Developer

TOOLS AND METHODS

TOOLS

Jira, Confluence, Notion, Miro, Figma

ANALYTICS

Google Analytics (GA4), Hotjar, Clarity

PRIORITISATION

MoSCoW, OKRs, story mapping, impact mapping

DISCOVERY

User interviews, usability testing, Jobs to be Done, continuous discovery (opportunity solution tree), lean canvas, value proposition canvas

METHODS

Design sprint, problem statements, build trap

EDUCATION

HOWEST

New Media & Communication Technology

SYNTRA

Digital media - Graphic designer & Web designer

VHTI

Health & Welfare Sciences

LANGUAGES

DUTCH

Native

ENGLISH

Fluent

FRENCH

Basic

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