

FREDERIK VAN LIERDE

Proactive Entrepreneur with a strong drive and passion for building a business from the ground up. Bringing 25 years of leadership experience and an unwavering commitment to achieving and exceeding objectives. Experienced in the corporate & startup world, I am looking to find a new challenge by collaborating with creative companies passionate about what they do and who love to push themselves one step further.



Email:
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Phone:
+41 79 869 50 76

Address:
Switzerland, available
worldwide

SKILLS

- Technology: .Net + SQL Server + Oracle + IIS + API + HTML + CSS + AMP Stories + JQuery
- UI Design, coding and debugging
- Risk management
- Security improvements
- Entrepreneurship

EXPERIENCE

Web Stories Today,

Project Leader. March 2022 to date. Switzerland

- Designed, developed, and managed a platform for brands and creators to take full advantage of Google Stories' new technology with minimal effort. Currently, 200k users a month in less than 5 months.
- Technology: .Net + SQL Server + AMP Stories + HTML5 + CSS + JQuery

Masha.ai,

Project Leader. Jan 2019 to date. Switzerland

- Developed, maintained Masha.ai, an eCommerce and digital marketing platform, including eCommerce chat bots. Signed 4K brands and automated the management of 16 million products.
- Technology: .Net + SQL Server + AMP Stories + HTML5 + CSS + JQuery

Push.ai LLC,

Startup Founder/Shareholder. 2019 to 2022. Switzerland.

- Led startup, built dynamic operational procedures and workflow planning using AI technology on eCommerce chatbot/assistant.
- Push.ai, believes strongly that Artificial Intelligence can

push business to the next level, and also believe Artificial Intelligence is the way to go for any business.

- Managed to sign 1MM in investment.

EOS/Alpi,

Independent Consultant. 2010 to 2011. Switzerland.

- Integrated EFET (**European Federation of Energy Traders**) protocol to decrease to 1-minute deals confirmation when it used to take up to 2 weeks manually.
- Technology: .Net + SQL Server + IIS + HTML/CSS

World Health Organization,

Independent Consultant. 2010. Switzerland.

- Lent technical expertise and recommendations to assess data analytics and bolster information management.
- Set up a Newsletter validation tool for the Global Outbreak Team improving the efficiency of the workflow by decreasing 1 week of work to half a day. (NDA in place)
- Technology: .Net + Sharepoint

Japan Tobacco International,

Independent Consultant. 2008 to 2010. Switzerland.

- Built Tools for JSOX inside Sharepoint.
- Created Messenger App MVP for the procurement department.
- Technology: .Net + SQL Server + Bot Framework + Sharepoint

World Economic Forum,

Independent Consultant. 2010. Switzerland.

- Conducted security audit for high-level databases.
- Technology: SQL Server

Belgian Government Health Care IT,

Independent Consultant. 2006 to 2008. Belgium.

- Managed & trained existing teams in .Net + BizTalk.
- Designed, developed, and managed (architect) several apps to follow up on national health care information of the Belgian citizen.
- Technology: .Net + SQL Server + IIS + HTML/CSS + BizTalk

Suez/Electrabel,

Independent Consultant. 2004 to 2006. Belgium.

- Integrated EFET (**European Federation of Energy Traders**) protocol to decrease to 1-minute deals confirmation when it used to take up to 2 weeks.
- Developed tools for options trading.
- Technology: .Net + Oracle + IIS + HTML/CSS

Dexia Bank,

Independent Consultant. 2004. Switzerland.

- Designed, and developed login for their trading information platform giving access to their 500 best clients.
- Technology: .Net + IIS + HTML/CSS

KID Cool, Kids Fashion,

IT Director Worldwide. 1999 - 2004. Belgium.

- Managed and Lead IT department worldwide, up to 50 people.
- Designed, developed, and managed (architect) many projects to manage the warehouses, international transport and > 1.500 point-of-sales.
- Technology: .Net + IIS + HTML/CSS

EDUCATION

Master in Information Technology - BME/Hoegshool Ghent, Belgium

LANGUAGES

Dutch, English, and French

ACTIVITIES AND OTHER ACHIEVEMENTS

- 1 of the 10 finalists during the Fashion Innovation Week, in 2019.
- Top 20 of the most promising companies in Switzerland 2020.
- Guest speaker at EPFL and InnoSuisse+Venturelab on a yearly basis on the subject of launching and running startups. (since 2015)
- Work closely with Google to optimize for speed and SEO. (since 2021)
- Board of 2four1. (Switzerland)
- Board of Innovation LLC. (San Francisco)
- Committee Member at Union Royal de Belges à Genève.
- Startups Mentor to help them to become a stable company and prepare for their first round of investment.