Jaco van Wilgenburgh

Interim Transformation Director · Commercial and digital transformations · Heineken, Jacobs Douwe Egberts

Amsterdam, The Netherlands
jaco@unblockyourself.nl



PROFILE

I lead transformations. Results include one global standard for pricing, discounts, and promotions at Heineken, and the first eight operating companies live on a new digital backbone at Jacobs Douwe Egberts.

I work in three roles: leading the transformation myself, until the new way of working is proven in practice; designing the plan for the executive who leads it; or mentoring that executive.

My background: Chief Technology Officer at Tridion, Enterprise Strategy Consultant at Microsoft, advising C-level stakeholders, and fifteen years running my own boutique firm for commercial transformations, Sales Engineers, where I worked closely with Bain, BCG, and McKinsey to turn their strategies into execution. MSc in Electrical Engineering (Delft University of Technology) and Executive MBA.

Available now for interim and fractional roles: as a transformation leader, or as a mentor to the executive who leads one.

EXPERIENCE

2023 – present · UnblockYourself | Founder · Interim Transformation Director

UnblockYourself is the company I founded to work on transformations, with a team that works at three levels: the individual, the team, and the organization. Through UnblockYourself I take on interim and fractional roles as a transformation leader, and I mentor executives who lead a transformation. UnblockYourself runs on an agentic AI infrastructure that I built myself.

2025 – 2026 · StrategyCorps · Mentor to the president; culture and leadership transformation designed and carried out with him
StrategyCorps was moving from a services organization to a product organization. I mentored its president, who was responsible for that transformation. He then asked me to work with his leadership team, and after that with the other leaders in the company. I designed the culture and leadership transformation for him and worked with him to carry it out.

2025 – present · Authentic Leadership | Partner

Scaling leadership, teams, and culture for high-growth organizations and transformation programs, without losing what made them work.

2009 – 2025 · Sales Engineers | Founder & Managing Director

My own small boutique firm, focused on commercial transformations, where I worked closely with Bain, BCG, and McKinsey to turn their strategies into execution. Engagements:

2021 – 2025 · Heineken · Program Director, global transformation of pricing, discounts, and promotions
Led the global transformation of pricing, discounts, and promotions, with a team of 35. Reported to the Senior Vice President of Revenue & Margin Growth, who reported to the Chief Commercial Officer. Joined at the start of Heineken's new Digital Backbone program, before there was a clear plan, and was responsible for its pricing, discounts, and promotions part. With the team, designed one global standard for it: the organization, the way of working, roles, processes, data, and automation, including integration with ERP (order-to-cash), the new e-business systems and front ends, and the new master data management setup. We implemented it in the first four operating companies. That gave Heineken a blueprint and a rollout plan for the others. In those countries, Heineken gained group-level control over pricing, discounts, and promotions, which until then had been decided locally. Rolling that standard out to every operating company is the precondition for optimizing revenue and margin growth globally.

2019 – 2021 · Nutreco · Plan for the commercial transformation
Designed the plan for the shift from a product-driven to a commercially driven approach, for the Global Commercial Excellence Lead.

2017 – 2019 · Jacobs Douwe Egberts · Program Director, three workstreams of the new digital backbone
Led three workstreams of JDE's new digital backbone: sales and marketing, digital marketing, and business intelligence and analytics. Team of around 40. Reported to a program board of two former country managing directors and one member from IT. The program was already running when I joined. We took the first eight operating companies live and defined the approach for the rest. Systems: Salesforce, SAP HANA, and EPiServer, for a multichannel delivery model.

Earlier engagements

2016 – 2017 · Liberty Global · Program Director, Digital & Customer Experience
2016 – 2017 · Corbion · Sales Excellence
2013 – 2016 · Stamicarbon · Program Director, Sales Excellence
2013 · Immidio · product and company repositioning, ahead of its acquisition by VMware
2012 · Topicus Finance · product and platform strategy
2009 – 2016 · DSM · Director of the DSM Global CRM Competence Centre; several excellence programs (customer, marketing, and sales) for DSM's eight business groups

2007 – 2009 · Microsoft | Enterprise Strategy Consultant

Board-level consultant for large enterprise accounts: trusted advisor on strategic issues such as IT innovation and return on technology investments, responsible for value realization at the customer. Microsoft lead for the introduction of a new way of working at Rabobank. Facilitated the management team strategy sessions of Microsoft's Consumer & Online division in the Netherlands. Co-developed the IMPACT methodology for value realization from software adoption.

1999 – 2007 · Tridion | Chief Technology Officer

Tridion was a product company spun out of a services organization and later acquired by SDL. From the start I was responsible for the product, and in that role I worked with the team to turn the custom-built software into a standard product.

1993 – 1999 · Earlier roles

1998 – 1999 · Twinspark Interactive People · Senior Consultant / Product Manager
1994 – 1998 · Ministry of Transport, Public Works and Water Management · Program Manager
1993 – 1994 · Consul Risk Management · Software Engineer, during my studies, including my graduation project

EDUCATION & CERTIFICATION

2025 · Authentic Leadership Coach · Authentic Leadership
2022 – 2023 · ICF Level 1 & 2, Executive Transformational Coaching · MMS Worldwide Institute
2019 – 2020 · Executive MBA · Quantic School of Business & Technology
1988 – 1994 · MSc Electrical Engineering (spec. Computer Science) · Delft University of Technology

EXPERTISE

Transformation: Business transformation · Commercial transformation · Digital transformation · Program leadership · C-level strategic advisory

Leadership: Leadership team development: building effective leadership teams · Guiding leaders into new senior roles · Executive leadership mentoring

Domains: Bridging business and IT · AI adoption and AI transformation, hands-on: I built UnblockYourself's agentic AI infrastructure myself · Product management · Pricing, discounts, and promotions · CRM and sales excellence

Languages: Dutch (native) · English (fluent) · German (fluent)