



Jasper Versteege

DIGITAL
AGENT

PROFILE

I am an resourceful 34-year old philosopher and entrepreneur from Amsterdam who loves to develop strategies and launch concepts.

I think out of the box and I am continuously chasing new horizons to expand my knowledge and abilities.

I have pitched millions of ideas, launched multiple startups, ran different (crowd-)funding campaigns, implemented lots of marketing strategies, and always delivered beautiful working end-products.

Along the way I have acquired experience in most business fields.

My ultimate dream is to walk on the moon. In the meantime I love to work on projects that challenge the status quo.

CONTACT

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1056 XD Amsterdam

jasper@verstige.com

WORK EXPERIENCE

DIGITAL AGENT @ Verstige Consultancy

April 2016 - current

Working as a hands-on consultant that helps people and companies move forward in the fields of (Crowd) Funding, Strategy, Branding, Development and Marketing.

HEAD OF PRODUCT & GROWTH @ MrFix

May 2017 - Dec 2017

Responsible for all systems and technologies while pushing growth by propelling the marketing efforts. Helped the company reach break-even for the first time by automating and improving parts of the client onboarding and matching processes.

FOUNDER & AMBASSADOR OF LUCK @ Crowdlottery.com

November 2011 - April 2016

Founder of a social enterprise that attempted to disrupt the traditional lottery market. The goal was to create better chances for everyone in a social & transparent way. As founder I have acquired valuable experience in every business field. I obtained a Maltese gaming license, launched a successful crowdfunding campaign, reached players in 23 countries and paid out more than 40k.

CREATIVE DIRECTOR SUPERMODELS @ IEX Media

June 2009 - October 2013

Responsible for Supermodels.nl at IEX Media. Supermodels.nl was the world's largest information repository of relevant fashion models and is intended for supermodel fans as well as industry professionals. Learned what it takes to manage multiple projects simultaneously, but did not receive the funds to turn its decline around.

MARKETING COORDINATOR @ IEX Media

July 2007 - September 2007

Summer stand-in; making sure all operations at marketing and sales kept going. Learned valuable basic marketing lessons.

DATA MANAGER @ IEX Media

December 2006 - June 2009

Controlling the incoming stream of financial data and managing the stock trading game taught me a lot about responsibility. Being the first point-of-contact for players of the stock trading game gave me insights into customer satisfaction.

ACCOUNT MANAGER @ Alex Investment Bank

March 2006 - October 2006

Learned about account management and what it takes to acquire new ones at Alex Investors Bank.

JACK-OF-ALL-TRADES @ Multiple Companies

1996 - December 2006

I've worked in Floriculture, Production, Sales, Hospitality, Promotion & Courier Services. Learned that you need to move yourself in order to move the world.



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KEY SKILLS

GROWTH HACKING
BRANDING & WEB DESIGN
BUSINESS DEVELOPMENT
PROJECT MANAGEMENT

KEY COMPETENCIES

POSITIVE
CREATIVE
ANALYTICAL
ENTREPRENEURIAL

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EDUCATION

MINOR ENTREPRENEURIAL STUDIES @ University of Amsterdam

2009 - 2010

Minor focused on entrepreneurship that resulted in the launch of a company with fellow students: LED By Light. LBL Company was an attempt to start up a company in affordable and theft-proof LED-lights for bicycles.

BACHELOR OF ARTS (BA) IN PHILOSOPHY @ University of Amsterdam

2005 - 2010

Major focused on finding the answer to the ultimate question of life, the universe, and everything. The answer is 42 :-). With a focus on Eastern & Political Philosophy.

BACHELOR OF ARTS (BA) IN ECONOMICS @ Free University Amsterdam

2006 - 2008

Attempt to take on a second study next to Philosophy. Unfortunately I was not successful because I failed to pass a propaedeutic mathematics course.

PRE-UNIVERSITY GENERAL SECONDARY EDUCATION (VWO) @ Oscar Romero College Hoorn

1996 - 2003

The highest variant in the general secondary educational system of the Netherlands. Studied the 'Economy & Society' profile.

LANGUAGES

DUTCH

BILINGUAL PROFICIENCY

ENGLISH

BILINGUAL PROFICIENCY

GERMAN

ELEMENTARY PROFICIENCY

FRENCH

ELEMENTARY PROFICIENCY

WHAT'S MORE?

- My Myers-Briggs personality type is ENTP.
- My favorite philosopher is Socrates.
- I read a lot of books: from novels to scientific non-fiction.
- I am inspired by innovations and startups.
- You could cross my path on the field/court while I'm playing football or squash.
- Or, you could see me in the wild when I'm cycling or snowboarding.
- I support my football club Ajax almost every home game.
- I like to play board games with my friends, especially Acquire (the company name and business card design of Verstige are even inspired by it).
- You can check out www.verstige.com to learn even more about me.