

Contact

 Michiel van der Borg

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Education

Bachelor Business Economics
(Finance and Business Control)
September 2011 - June 2016
Hanze University of Applied Sciences
Inclusive of a Minor international management
Full closing average degree: 7.5 ("A" grading equivalent US)

Languages

English

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Dutch

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Expertise/Skills

Data visualization - Tableau/PowerBI

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SQL

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MS Suite

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Customer Value Management

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Pricing

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Copywriting

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Profile

Commercial leader with CCO-level experience driving growth across 14 Caribbean markets. Proven in delivering double-digit ARPU uplifts, EBITDA growth, and market share expansion through pricing strategy, CVM, and BI. Skilled at aligning Group-level strategy with local execution and shaping SMT-level decisions in complex, multicultural environments.

Experience

Head of Consumer insights & Monetization
Digicel Group

April 2025 - Present

- Developed and presented monthly SMT-level reporting packs, shaping executive decision-making on pricing, churn management, and revenue forecasts.
- Implemented advanced customer segmentation models that improved campaign conversion rates by 17%.
- Introduced cross-market portfolio optimization, reducing underperforming products by 15%
- Partnered with local CEOs to align market execution with Group strategy, resulting in +4% YoY growth in consumer revenues.

Chief Commercial Officer (Consumer Sales Lead – Tier 3)
Digicel Group

October 2024 - March 2025

- Directed the full commercial agenda for 14 Caribbean markets, representing over 700k customers and \$185M in annual revenues.
- Drove 6% YoY revenue growth through refined pricing models and enhanced retail execution.
- Streamlined product propositions across markets, reducing time-to-market for new offers by 25%.
- Led marketing, mobile, retail, and home entertainment divisions, increasing regional brand share by 4 percentage points.

Head of CVM & BI - T3
Digicel Group

June 2023 - September 2024

- Established CVM & BI capability across 14 markets, introducing a centralized reporting repository that cut manual reporting by 40%.
- Designed and launched personalized customer journeys, lifting customer lifetime value by 15%.
- Partnered with local CEOs to steer commercial strategies, contributing to 6% regional EBITDA growth.
- Rolled out new ATL & BTL portfolio campaigns across markets, generating a 12% increase in incremental revenues from targeted segments.

Head of Pricing & CVM
Digicel Group (Aruba, Bonaire, Curacao)

August 2019 - May 2023

- Directed consumer revenue lines (Prepaid & Postpaid) across ABC markets, delivering a 9% uplift in total revenues.
- Rolled out targeted CVM campaigns in Suriname, Guyana, ABC, and Barbados, generating +14% ARPU growth from targetted subs.
- Spearheaded postpaid initiatives that drove a 3x increase in activations and sustained 2x ARPU uplift from prepaid-to-postpaid conversions.
- Led and coached local ABC commercial teams while advising other regional markets on CVM best practices.

Interests

- Hiking
- Tech (Computing)
- Football/Soccer
- Behavioral economics
- Game design & digital communities
- Home improvement - Renovations

Segmentation & Product Lifecycle Manager

August 2017 - August 2019

[Digicel Papua New Guinea](#)

- Managed a prepaid base of 2.7M users, generating \$800K daily revenue, while leading a team of 8.
- Developed and implemented a market-wide segmentation framework that drove a 20% MoM increase in prepaid revenue and ended a 3-year stagnation.
- Designed new ATL & BTL product propositions adapted to PNG's unique tech and geographic challenges, boosting customer adoption by 18%.
- Improved customer lifecycle management, extending average subscriber lifespan by 5%.

Commercial Analyst

January 2016 - August 2017

[Digicel Suriname](#)

- Oversaw prepaid GSM base development and churn mitigation in a market under 100% inflation pressure, stabilizing subscriber retention.
- Executed CVM campaigns and BTL pricing strategies that secured a 12% increase in prepaid usage.
- Led the Dynamic Discount Tariffing project, managing 40 staff to launch service across 3 districts (40K customers) — achieving 15% SIM penetration growth.
- Produced ad-hoc financial reporting, prepared annual budgets, and presented KPIs to senior leadership, enabling more accurate market forecasting.

Owner/Manager

March 2011 - November 2014

[Evocraft.net](#)

- Founded and managed online platform for in-game virtual item sales, building an international customer base.
- Maintained Unix-hosted backend and drove digital sales through personalized value management.