

# Michiel van der Borg

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## CONTACT

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Avara Apartments  
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Papua New Guinea

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## WORK EXPERIENCE

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### Digicel Papua New Guinea

August 2017 – Present

Segmentation & Product Lifecycle Manager

Leading a team of 5 supporting and maintaining the prepaid base of Papua New Guinea (2.7 Million). With primary focus on base segmentation and product development (ATL & BTL) to sustain and drive up ARPU.

**Highlight:** Creating and further developing a base wide segmentation which has driven up prepaid revenue by a sustained 20% MoM and breaking a 3 year long revenue stagnation. The segmentation taking into account the wide differences between cellular technology and geographical location within Papua New Guinea.

### Digicel Suriname

January 2016 – August 2017

Commercial Analyst

Managerial position tasked with Prepaid GSM base development, limiting customer churn within a market experiencing 100% inflation. Charged with CVM campaigns and below the line pricing. Secondary Ad-hoc reporting tasks, preparing yearly budgets and presenting local KPI's.

**Highlight:** Given the opportunity of leading the Dynamic Discount Tariffing project, leading 40 temporary staff members to bring the service to a 3 districts of Suriname (40K Customers). Leading to sustained 15% sim penetration and a longer life-cycle for existing subscribers.

### Univé Noord Nederland

February 2015 – December 2015

Project Consultant- SharePoint

Based on a research paper within the same organization & subject, I was offered to bring my theory into practice by creating and developing an virtual environment compliant with AFM (Dutch Authority financial markets). Task to streamline the sharing of documents and support further internal communication. Leading a small team of developers, achieving and implementing the solution within the designated period finalizing December 2015 for hand-off.

### Evocraft.net

March 2011 – November 2014

Owner/Manager

Hosting and facilitating the sale of in game virtual items, within several different hosting environments. Requiring maintaining an international community of players and a Unix hosted environment in the back end. Driving sales through individualized customer value management. Project stop driven by time constraints & natural decline in popularity of the game.

## QUALIFICATIONS

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### Languages:

Dutch, fluently, native speaker  
English, fluently

### Software:

MS Office  
MS Excel  
Navision  
Open Office  
MS Dynamics

### Databases:

Toad for Oracle  
MySQL

## EDUCATION

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### 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)

## INTERESTS

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**Leadership:** Organizing small groups and big ones remains a challenge and both have their own strategies, but it is inherently amazing to find all team members working towards a same goal and accomplishment. If done correctly it can give a fulfillment that is not available anywhere else.

**Computing/ Tech:** I love to learn and figure out how to work the latest pieces of technology to my advantage. This can be found in my work where I push towards innovation and further automation. In personal life it can be found in the tools that can be found in the IoT (Internet of Things).

**Sports:** As with leadership team sports bring out the best if the team is working on one target or goal. I'm up for soccer, hockey or basketball.

## REFERENCES

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References available upon request.