



Vacancy

VP Digital & Platforms





KPN is a leading Dutch telecom provider that keeps its private customers (B2C) and business users (B2B) connected anytime, anywhere. As a leader in the Technology Strategy, Transformation, and Architecture team, the VP of Digital and Platforms drives the innovation agenda for IT and service platforms in B2B and B2C markets, from programs' vision to their execution.

Requirements

- 15+ years' experience
- With IT technology and processes
- In technology-driven or infrastructure-heavy organizations
- Bold and visionary leader with change management experience
- With excellent stakeholder management
- And ability to translate technological opportunities into value-based business cases

 **Zoetermeer**

 **Minimum of 15 years' experience**

KPN

Founded in 1881, Dutch telecom provider KPN has always strived to keep its private customers (B2C) and business users (B2B) connected anytime, anywhere. They succeed by offering a portfolio of fixed and mobile, Internet, TV, network, cloud, connectivity, hosting, and security services. With approximately forty percent market share and more than 9,700 employees, KPN achieved a turnover of 5.4 billion euros in 2023. In November 2023, the company launched its Connect, Activate, and Grow four-year strategy to shape a future where KPN stands at the forefront of innovation, connectivity, and sustainability.

KPN's Technology Strategy, Transformation & Architecture (TSTA) TSTA plays a fundamental role in KPN's strategy. The department is building the most progressive digital and AI-driven process and IT chain infrastructure in Europe. The close-knit team has the deep expertise and capacity to translate technological opportunities into specific and robust technologies and strategies for KPN.

For the next five years, the TSTA team has identified three leading strategic pillars: digital experiences, telecom infrastructure, and its operating model. These include transformation programs such as Digital Customer Experiences, Cloud, GenAI, and Autonomous Operations. The VP of Digital and Platforms plays a critical role in KPN's transformation from a telecom player to technology-driven leader. ▶





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The VP of Digital and Platforms (VP D&P) drives the end-to-end technological vision, strategy and architecture, and resulting transformation programs for KPN's IT domain and service platforms. They are responsible for strategic initiatives of Data Platforms (implementing internal data mesh); Platform Play (consolidating existing platforms and monetizing network and platform opportunities); InHome and Media (improving customer experience at home); IT/Digital for B2B and B2C (such as further digitizing customer journeys); and GenAI (identifying and capturing company-wide opportunities).

The VP of Digital and Platforms develops structured and specific business cases to communicate the expected value of the transformation programs to the board, establishes the technology roadmap, and assesses the impact on KPN's business model. At each step of the process – strategy, architecture, RFP, and implementation – they create alignment and an organizational base of support through stakeholder and change management, strategic sourcing, and the proactive management of external partnerships. Once established, the transformation programs help develop the ultimate customer experience by improving the customer journey, level of service, and technological processes. ▶



The Digital and Platforms team includes around fifteen strategists, enterprise architects with deep technological expertise, and transformation managers. The VP of D&P will fill several roles in the team. To implement a truly integrated approach to innovation at KPN, they work with other VPs in the TSTA team and Transformation Directors who manage the cross-functional execution of the different programs. They report to the Executive VP of TSTA and communicate with other C-level executives, challenging the status quo, and aligning KPN's leaders on the technological strategy.

This is an exciting opportunity for an experienced change leader with the capacity to drive large-scale transformations, and aligning stakeholders at all levels of the organization with their vision. They will lead a very experienced team and will be comfortable challenging C-level executives. The VP of D&P has a strong business sense and analytical skills to deliver convincing business cases that translate their vision into the value technological innovation can bring to KPN. ■



“The VP successfully implements their vision for Digital and Platforms by creating alignment and support for the resulting transformation programs on all levels of the organization, and managing the right external partners.”

**Rachid el Hattachi, EVP Technology Strategy,
Transformation and Architecture of KPN**

Interested?

KPN is working with Top of Minds to fill this vacancy.
To express your interest, please contact Jessica Lim at
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