



# Jasper Versteege

WITCRAFTER

## PROFILE

I love being a philosopher and entrepreneur, because I've learned how to turn thoughts into actions. I'm proud that I am not afraid to fail, as this makes me resourceful and a fast learner. I like being a generalist that puts things in perspective, as this makes me an open-minded and original strategist. And I envy the experts, but this only keeps me motivated to never stop learning.

I have pitched millions of ideas, launched startups, ran (crowd-) funding campaigns, implemented marketing strategies, created meaningful brands, and always delivered beautiful results.

I easily switch from macro to micro and always see room for improvement. I can handle the technical details, but also communicate with a non-technical audience. I'm at my best when I can use my creative mind to turn challenging problems into concrete solutions. I keep pushing.

My ultimate dreams are to walk on the moon and to unite reason and faith. In the meantime I love to help people push ideas and concepts forward into existence and beyond. Need help to challenge the status quo?

## CONTACT

hello@jasperversteege.io

## WORK EXPERIENCE

### WITCRAFTER @ JVIO – Into existence and beyond...

April 2016 – current

Working as a human that helps people push ideas and concepts forward into existence and beyond. I'm at my best when I can use my creative mind to turn challenging problems into concrete solutions. Looking forward to help challenge the status quo!

### CO-FOUNDER & HEAD OF DIGITAL @ Bouwexpert.online

March 2018 – current

Construction company that links the powers of the web to their expertness in the fields of plastering, painting and window frames. Responsible for all branding, web development and technologies. Co-founded side-project and still learning.

### PARTNERSHIP & COMMUNITY BUILDER @ Grasple

September 2018 – September 2019

Grasple is a collaborative assessment and exercise platform that uses smart technology to make education open. I brought in 70K of new recurring revenue, helped structure important sales processes, created professional marketing materials and launched the Open Teacher Day. Learned that it takes all stakeholders to tango and that timing is money.

### HEAD OF PRODUCT & GROWTH @ MrFix

May 2017 – December 2017

MrFix matches all sorts of gigs to all kinds of handymen. I was 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. Acquired valuable experience in analyzing and improving existing solutions.

### FOUNDER & AMBASSADOR OF LUCK @ Crowdfunder.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 (the world's largest information repository of relevant fashion models, intended for fans as well as professionals) at IEX Media. Learned valuable basic marketing lessons and what it takes to manage multiple projects simultaneously.

### 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 Investor Bank

December 2006 – June 2009

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

Starting from age 14 I've worked in Floriculture, Production, Sales, Hospitality, Promotion & Courier Services. Learned that you need to move yourself in order to move the world.



# Jasper Versteege

WITCRAFTER

## KEY SKILLS

GROWTH HACKING

BRANDING & WEB DESIGN

BUSINESS DEVELOPMENT

COMMUNITY BUILDING

## KEY COMPETENCIES

POSITIVE

CREATIVE

ANALYTICAL

ENTREPRENEURIAL

## CONTACT

hello@jasperversteege.io

## 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 a startup in affordable and theft-proof LED-lights for bicycles. Unfortunately the light never shined bright.

### 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 after not being economic with my time.

### 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 Political & Eastern Philosophy.

### 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

MOTHER TONGUE

### ENGLISH

BILINGUAL PROFICIENCY

### FRENCH

INTERMEDIATE PROFICIENCY

### GERMAN

BASIC 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 because I want to make the world fair, open and transparent.
- 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.
- And I'm glad there is still space to fill on these pages as my journey is just getting started.
- If you are triggered you can check out [www.jasperversteege.io](http://www.jasperversteege.io) to learn more about me.