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Johan Trip, Senior Program Manager

An enthusiastic program manager in the fields of energy, software, and consumer (health) technology, with a track record of driving substantial growth in subscription-based models at ServiceHouse (exit to Coolblue), Alliander (ENTRNCE) and Philips.

At Philips, I led the subscription portfolio's growth from inception to €40M in recurring revenue and the subscriber base from 0 to over 505,000.

I am passionate about thriving teams, pioneering the future of energy, and developing innovative business models.

My expertise is further enhanced by a fluency in digital technologies (ZUORA) and a comprehensive understanding of SAFe, ART/DevOps methodologies.

Details

Nationality Dutch Place of birth Emmen
Date of birth 12/12/1981

Experience

Co-founder and Director at Zaaaly (by Zuora.com), Haarlem

October 2024 — Present

Co-Founder and commercial leader for the SME product offering of Zuora in Europe. Product development, business development and sales.

Technology stack: ZUORA, .NET. Agile, Jira/Confluence, Hubspot and Squarespace.

Subscription Leader (D2C) at Philips, Amsterdam

May 2020 — October 2023

Leading the growth and development of subscription offerings in Philips. Business case development, integrated roadmap, priority setting, and End2End coordination of the program with the different functional teams (SAFe).

Led Philips from 0 to 400.000 subscribers and a cumulative revenue of 40M in 4 years.

Team: 43 FTE, Growth: 159% YoY, Revenue: from 0 to 20M in 2023 (ARR). Approach: NBX, QBR.

Program manager (IT) Subscriptions at Philips, Amsterdam

October 2018 — May 2020

Drive the adoption of the subscription business model across the business lines of Philips. Create **early validation**, develop a **roadmap** for **go-to-market**, and secure **funding** for the platform/product backlog.

Team: 11 FTE, Technology stack: ZUORA, Hybris, SAP. Approach: SAFe/ART.

Venture leader (MT) at Alliander (ENTRANCE), Arnhem

August 2018 — March 2019

Enabled energy service providers to unlock the potential of flexibility. R.E.X. is a demand-response energy system.

Member of the management team of EXE, a business unit of Alliander.

Team: 4FTE, Approach: Review of opportunity, technology and phase-out. Frameworks; OKR's

Strategy Consultant at HVMNS, Arnhem

January 2018 — May 2020

Self-employed, clients include: Alliander, Stedin, Gemeente Zwolle, Evangelische Omroep, PossibillT, Mitsubishi, I-interim het Rijk, Citydeveloper-S, EXE.Energy and Philips.

Head of New Business at EO, Hilversum

June 2016 — December 2017

Getting daily news in the hand of GenZ consumers. **Validation of business hypotheses** at new media startup Dag6 and online platform Lazarus. Project lead CRM, Salesforce / ZUORA. Successful migration and go-live of the new CRM system in November 2017.

Teams: 21 FTE (Salesforce), 6 FTE (Dag6), 3 FTE Lazarus. Frameworks: SCRUM/Agile

Marketing Manager at ServiceHouse (a PON company), Amersfoort

July 2016 — June 2017

Market strategy and proposition development for in-house brands. Zekerzuinig and PonEnergy. Funded by PON (automotive) we set out to convert consumers with a subscription offering based on energy, adding private lease (cars/bikes) and energy saving (solar/battery) to the value proposition.

ServiceHouse was sold to Coolblue in 2021 and continues as **CoolblueEnergy**.

Founder and CEO at Jip.io, Rotterdam

April 2012 — March 2016

Drove the strategy, funding, product development and sales. Jip.io envisions a world in which products/items are shared and swapped from person to person via mobile devices in real time.

Jipio software has powered several white label sharing platforms (EliseHelpt/Bieblbio, etc).

Connected 10.242 users. Raised seed round: 75k, Turnover 120k.

Manager General Affairs, Country representative at ZOA Thailand/Myanmar, Yangon

May 2012 — June 2016

Supporting the delivery of education, basic healthcare and food in the hands of refugees living along the Thai-Burmese border. Focus on the continued growth of the program in Myanmar. Lived in Mae Sot, Thailand and Yangon, Myanmar.

OPEX: 2.3 mln/year, TEAM: Direct 14 FTE, indirect 89 FTE.

Member of the advisory board / Investment committee at SUSI Partners AG, Zürich

January 2010 — September 2013

Accelerating the shift to renewable energies has been driven by the redistribution of capital. With SUSI made this possible for family offices and private investors. Responsible for **renewable energy** project selection and regulatory approval as a member of the Investment Committee and Advisory Board.

Business development manager at KPN, Den Haag

March 2009 — April 2012

Responsible for the Energy innovation pipeline of KPN Business. Development of energy monitoring services (Xemex), electric vehicles (Allego), and smart homes (Plugwise).

Partner and CGO at Solarplaza , Rotterdam

June 2006 — February 2009

I was evangelizing and democratizing knowledge on solar energy worldwide. Development and growth of Solarplaza.com and design and introduction of new propositions.

Initiator and organizer of the **largest annual solar conference** in the Netherlands, The Solar Future. Celebrating our 20-year anniversary in April 2024.

Education

Certificate of completion, Rotterdam School of management

November 2023 — December 2024

Enjoyed a two-week program, The challenge of Leadership, at the Rotterdam School of Management to emerge myself into a variety of conversations and interactions around business, leadership and people management.

Master (NA), Erasmus University Rotterdam

September 2000 — May 2006

Business economics with a minor in Psychology at the University of Rotterdam. An active member of the Navigators Student Association.

Courses

Scaled Agile Framework (Portfolio Management) (SAFe) at Philips (Xebia)

March 2022 — April 2022

NBX Corporate Venture Framework (Bell Mason) at Bell Mason

September 2021 — October 2021

Value Proposition Creation Health Systems at Philips University

March 2021 — April 2021

PRINCE2 at KPN (internal)

Skills

- Energy markets
- Subscriptions
- Technical Platforms
- Leadership and Management
- AgileScrum

Hobbies

I enjoy a good run and love water; sailing, surfing, swimming, and (water)skiing. You can find me in shorts 365 days a year.

Languages

- Dutch Native speaker
- English Native speaker

References

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Links

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