

# Miel Van Opstal

Technology Evangelist Microsoft DPE Corp

miel@vanopstal.info

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## Summary

Adopting and evangelizing new technologies and applications,

Organizing events and product demos,

Training resellers and colleagues in redelivering the message around new products and technologies towards consumers and partners.

Managing a network of stake holders and enthusiasts, internally and externally.

Cross-group collaboration for product launches or key product message delivery.

Goals:

I want to be a thought leader in the field of emerging technologies. I'd like to be an influencer for new trends, ideas and consumer products.

## Specialties

Interactive marketing, Product branding, social web services, Most MSFT related technologies and products, Community relations

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## Experience

### **Technology Evangelist at Microsoft**

December 2006 - Present (2 years 6 months)

Organizing events with training sessions and demos for internal and external purposes, to introduce newly released products or to deliver experiences around products the users already are familiar with, but of which they maybe have not yet realized the full potential.

Most of the products are about to be launched or rolled fresh out of Microsoft Research or the Live Labs.

*10 recommendations available upon request*

### **Strategic Planner at i-merge**

June 2006 - December 2006 (7 months)

*1 recommendation available upon request*

### **Internship at i-merge**

January 2006 - May 2006 (5 months)

Temp job to finish my study of Interactive Marketing. Normally it was only for 8 weeks, but I liked it there, and apparently they liked me too.

### **Dealer Support The Netherlands at General Motors Acceptance Corporation -GMAC-**

April 2002 - January 2003 (10 months)

Based in Antwerp

Sector: Credit Financing & Loans

Practical:

Dealer support Netherlands, Customer Research & Financial Profiling, Internal Sales, Account Managing

### **Junior e-Commerce Consultant at Goodwill M&G**

September 2001 - January 2002 (5 months)

Based in Kontich

Sector: Theme & Event Decoration

Practical:

Webdesign, e-Presentations, Application Coaching, Helpdesk

### **Account Manager / Internal Sales at World Online / Tiscali**

November 2000 - August 2001 (10 months)

Based in Antwerp, moved to Brussels

Sector: ISP

Practical:

Account Managing / Customer Care

### **Internal Sales at Versatel**

October 2000 - November 2000 (2 months)

Based in Antwerp

Sector: ISP

Practical:

Input & Process Sales Orders

### **Internal Sales at ITT Promedia**

September 2000 - October 2000 (2 months)

Based in Antwerp

Sector: Print/ Online Media

Practical:

Contacting Lawyers, Doctors to place ads

### **Consultant at Resorts 3000**

June 2000 - September 2000 (4 months)

Based in Antwerp

Sector: Ownership Consultancy & Direct Sale

Practical:

Selling Holiday Ownership via Cold Prospect Direct Sales

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## Education

### **KHM Ham Hogeschool**

Communications, Interactive Marketing, 2003 - 2006

### **Plantijnhogeschool**

Communications, 1998 - 2000

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## Honors and Awards

Bachelor Award Of Excellence, 2006

Synchronized Swimming, 25 meters :)

## Interests

Internet, Digital Toys, Interactive Marketing, Endurance Running, Technology, Blogging, Snowboarding

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## 11 people have recommended Miel

"Miel is probably one of the most passionate evangelists I've known at Microsoft, someone with a deep knowledge of the products/services he's working on and who lives & breathes community."

— **Kris Hoet**, *EMEA Digital Media Communications Manager, Microsoft*, managed Miel indirectly at Microsoft

"Miel has been working with and for me the last years at Microsoft and I have always been impressed by his knowledge, drive and ability to make things happen. He's a customer champion who brings in an always sunshine and can do attitude. He has been our main influencer in Belgium for consumer and other MS products the last years in Belgium."

— **Michael Kögeler**, *General Manager, Consumer and Online, Microsoft*, managed Miel at Microsoft

"thanks to Miel I gained a lot of insight of what Microsoft is doing. He knows his way around in the online blogging and community world and demonstrates a real passion regarding sharing his findings and glimpses of what comes ahead. A true evangelist and technology lover."

— **Tanguy Huysmans**, *Business Engagement Manager BeNeLux, Microsoft*, worked with Miel at Microsoft

"Working with Miel is a privilege. He is very positive minded, he functions on passion and in such way, he inspires other people. What I appreciate even more about Miel is that he truly is an advocate for the customer. I think it's fair to say that Miel understands how to use the internet to make connections like no other. As a marketer, Miel's strengths are clearly his understanding of how to use a combination of both online and influencers to get a campaign going."

— **Hans Verbeeck**, *Evangelism Manager, Microsoft*, managed Miel at Microsoft

"I was contacted several times by Miel in his function as Technology Evangelist at Microsoft. He was always very passionate in demonstrating Microsoft products and research to Belgian bloggers. He listened to the remarks at the encounters with the bloggers. He succeeded in building a true relationship between bloggers and Microsoft, resulting in a lot of positive feedback on Microsoft in the blogosphere."

— **Bruno Peeters**, *Blogger, BVLG*, was with another company when working with Miel at Microsoft

"Miel is one of the most passionate and creative colleagues I worked with. Always willing to help where needed. He also always delivers what he promises which for me is a very important asset."

— **Arlindo Alves**, *IT Pro Evangelist, Microsoft*, worked directly with Miel at Microsoft

"Miel joined our team when I was IT Pro Audience Manager for Belgium & Luxembourg. With an abundance of creativity and passion, Miel has been instrumental in driving the Microsoft consumer message in our technical audience community. His input, while often given as an almost casual remark, put the spark in many campaigns and drove them from good to great. I loved working with Miel and hope to do so again in the near future."

— **Ritchie Houtmeyers**, *IT Pro Audience Manager, Microsoft*, managed Miel indirectly at Microsoft

"Miel has a strong passion for technology. Combine that with his creativity and understanding of the social networks and influencer dynamics, and you find in him a great technology evangelist."

— **Tom Mertens**, *Sr. Technical Audience Marketing Manager, Microsoft*, worked with Miel at Microsoft

"Miel is probably the most dynamic, enthusiastic and charismatic guy I have had the pleasure to work with. He is great at presenting complex technologies to a crowd in an easy and understandable way, he has access to a huge crowd of influencers and is one of the most skilled networkers I have seen yet. Miel is a true technology evangelist with an amount of energy that has to be seen to be believed, and he manages to combine a great sense of humor with strategic insight and vision. I recommend him warmly."

— **Jeroen Verkroost**, *Executive Producer Consumer & Online, Microsoft*, managed Miel indirectly at Microsoft

"Miel is a great guy to work with. Delivers what he promises, even under the toughest conditions and strictest or short notice deadlines. He's super flexible and extremely motivated. A pleasure to work with."

— **Jurgen Van Duvel**, *Product & Solutions Marketing Manager, Microsoft*, managed Miel indirectly at Microsoft

"Miel is a perfect combination of brains, guts and a tremendous ability to persuade people into the things he's passionate about. He'll be a great evangelist at Microsoft."

— **Tom De Bruyne**, *Strategic Planner, i-merge*, managed Miel at i-merge

[Contact Miel on LinkedIn](#)