EDWIN WORTEL

SOLUTION ARCHITECT | CONTACT CENTER & CONVERSATIONAL AI | CX & DIGITAL TRANSFORMATION

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PROFESSIONAL SUMMARY

Senior Contact Center, Conversational AI and Customer Experience specialist with 20+ years of experience in international transformation and digitalization projects. Experienced in connecting business requirements, CX strategy and technology – from requirements analysis and solution architecture through presales, customer workshops and implementation to go-live.

Strong background in CCaaS, Conversational AI, voicebots, automation and the integration of CRM and enterprise systems. Experienced in working with business stakeholders, IT teams, customers and international delivery teams to translate complex business challenges into practical, scalable solutions.

SELECTED EXPERTISE

Enterprise Conversational AI • Contact Center Transformation • CCaaS & CX Strategy • Solution Architecture • Voicebots & Digital Assistants • Customer Workshops • Presales & Solution Consulting • AI Automation • RPA & Process Transformation • CRM & Enterprise Integration

CORE COMPETENCIES & TECHNOLOGIES

CX & Contact Center: CCaaS • Contact Center Architecture • Customer Experience • Omnichannel • Voice & Digital Channels
Conversational AI: Conversational AI • Chatbots & Voicebots • Chatlayer • Cognigy • Conversation Design
Solution & Presales: Solution Architecture • Requirements Engineering • Customer Workshops • Presales & Demos • PoC / RFP / RFI
Transformation & Automation: Digital Transformation • Process Optimization • RPA • CRM Integration • Enterprise Automation
Technologies: Sinch Contact Pro • Salesforce • SAP C4C • OpenScape • UiPath • SQL • Power BI

PROFESSIONAL EXPERIENCE

Sinch Presales Consultant & Solution Architect | VASS Germany, *Walldorf* January 1, 2024- present

- Advise customers on the design and optimization of Contact Center and Customer Experience solutions based on Sinch technologies.
- Analyze business and customer requirements and translate them into scalable solution architectures.
- Design and present Voice, Email, Chat and Conversational AI solutions using Sinch Contact Pro and Chatlayer.
- Lead customer workshops, product demonstrations and presales activities, translating business challenges into practical solution concepts.
- Define integration approaches between Contact Center, Conversational AI, CRM and enterprise systems.
- Coordinate international delivery teams and support projects from solution design through implementation and go-live.
- Act as a technical and functional bridge between customers, business stakeholders, sales, product and delivery teams.

System & Contact Center Administrator |CompuGroup Medical, *Germany*
2023–2024

- Responsible for the administration and continuous improvement of the Sinch Contact Center environment.
- Designed and optimized Contact Center processes and call flows in alignment with business requirements.
- Supported user adoption through training for agents and supervisors.
- Provided third-level support, incident analysis and performance optimization.

Solution Architect | Cognigy GmbH, *Germany* 2021–2022

- Advised international enterprise customers on the design and implementation of Conversational AI solutions.
- Defined solution architectures, integration approaches and platform configurations based on customer requirements.
- Served as a technical advisor to customers and integration partners throughout solution development.
- Led and supported Proofs of Concept and RFP/RFI engagements.
- Translated business requirements and conversational use cases into scalable solution concepts.

Business Process Manager | Weissenberg Business Consulting GmbH, *Wolfsburg* 2020

- Led digital transformation initiatives and identified opportunities for process automation.
- Facilitated workshops to analyze, structure and optimize business processes.
- Translated business requirements into automation concepts and coordinated the RPA delivery lifecycle.
- Worked with business and technical stakeholders to align automation solutions with operational objectives.

Senior Specialist Global Services & Support |QIAGEN GmbH, *Hilden* 2006–2020

- Led international Customer Service and Contact Center transformation initiatives in a global enterprise environment.
- Led the introduction and rollout of cloud-based omnichannel Contact Center solutions across an international organization.
- Designed and optimized Customer Service processes and their integration with Salesforce Service Cloud.
- Acted as the interface between business, IT and international stakeholders, aligning customer experience and technology objectives.
- Drove requirements analysis, solution design and stakeholder coordination across transformation initiatives.
- Developed reporting and analytics solutions to improve operational transparency and decision-making.

Early Career (1992–2006)

Held various roles in customer service, software consulting and the public sector, including positions at Sitel GmbH, Magic Hands BV, Aquero Galileo BV and Rijkswaterstaat Netherlands. Responsibilities included customer consulting, solution-oriented software consulting and team leadership.

EDUCATION & CERTIFICATIONS

- Conversation Design, AI Training & AI Copywriting – Certifications (2023)
- Cognigy Conversational AI – Project Management & Implementation (2022)
- UiPath & Automation Anywhere – RPA Certifications (2020)
- Agile / Scrum – Project Management (2019)
- Salesforce CRM – CRM & Contact Center Training (2018)
- Lean Yellow Belt – Process Optimization (2018)
- Project Management – Professional Training (2018)

LANGUAGES

Languages: Dutch (native), English (fluent), German (fluent)
