

EDWIN WORTEL

Contact Center presales & CX developer

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PROFESSIONAL SUMMARY

Conversational AI and Contact Center Specialist with over 20 years of experience leading digital transformation, presales consulting, and project delivery across global organizations. Skilled at combining strategic thinking with technical execution to design and deploy scalable AI-driven customer engagement solutions. Proven ability to translate complex business needs into intelligent automation strategies, integrating Conversational AI, RPA, and CRM ecosystems.

CORE COMPETENCIES & TECHNOLOGIES

Conversational AI (Sinch, Chatlayer, Cognigy.AI) • Contact Center Solutions (Sinch Contact Pro, Unify, Salesforce Voice) • RPA (UiPath, Automation Anywhere) • CRM (Salesforce, SAP C4C) • Project Management • Presales Consulting • Process Optimization • Reporting & Analytics (Power BI, SAP BI) • SQL & Database Management • Stakeholder Communication • team Leadership

PROFESSIONAL EXPERIENCE

Sinch Presales Consultant & Developer | VASS Germany, *Walldorf*

January 1, 2024- present

- Lead solution design and implementation for Sinch Voice, Email, and Chat integrations, improving client communication efficiency.
- Develop and deploy Chatlayer-based conversational and voice bots, enabling up to 100% automated service coverage.
- Coordinate offshore development teams to deliver high-quality, on-time results.
- Support pre-sales efforts by translating client requirements into technical architectures.
- Maintain long-term customer relationships through proactive engagement and solution improvements.

System & Database Administrator | CompuGroup Medical, *Germany*

2023–2024

- Managed Sinch Contact Center operations, including call flow design, implementation, and hypercare support.
- Delivered user and supervisor training to enhance solution adoption.
- Provided 3rd level technical support and performance optimization.

Solution Architect | Cognigy GmbH, Germany

2021–2022

- Supported global enterprise clients in Conversational AI implementation and integration.
- Acted as the key technical contact for solution architecture, APIs, and platform customization.
- Collaborated with integration partners and led PoC and RFP/RFI activities.

Business Process Manager | Weissenberg Business Consulting GmbH, Wolfsburg

2020

- Drove digital transformation initiatives and identified automation opportunities.
- Conducted workshops to map and optimize customer processes.
- Managed RPA development lifecycle, ensuring timely and efficient delivery.

Senior Specialist Global Services & Support | QIAGEN GmbH, Hilden

2006–2020

- Led global rollout of cloud-based omnichannel contact center platforms.
- Managed Salesforce Service Cloud customer service processes.
- Acted as the bridge between IT and business stakeholders to align goals.
- Developed reporting systems reducing downtime and improving visibility.

Early Career (1992–2006)

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

EDUCATION & CERTIFICATIONS

- Conversation Designer, AI Trainer & AI Copywriter Certifications (2023)
- Cognigy Conversational AI Project Management (2022)
- UiPath & Automation Anywhere RPA Certifications (2020)
- Agile / Scrum Project Management (2019)
- Salesforce CRM, Lean Yellow Belt, Project Management Training (2018)
- SAP ABAP4, SQL, and BI Analytics Courses (2002)
- ROC Breda – Restaurant & Gastronomy Specialization (1990)

LANGUAGES

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