Dennis Bijlsma

Product Manager • Software Engineer • Consultant



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PROFILE

A versatile professional navigating the intersection of technology, software architecture, and product strategy. Currently leading product initiatives at the Software Improvement Group (SIG) to help organizations manage software evolution and improve IT landscapes. Combines a solid technical foundation in software engineering with senior leadership expertise in product delivery and enterprise IT consulting.

EXPERIENCE

Director of Product • Software Improvement Group (SIG) **2020 – present**

Leading the product management team for SIG's suite of software assurance and technical debt management platforms, driving capabilities that help enterprise clients manage software quality, security, and architecture modernization. Product was named an industry leader by Gartner.

Product Owner • Software Improvement Group (SIG) **2018 – 2020**

Responsible for SIG's software analysis platform. Defined the roadmap to move the platform from a consultancy tool into a product, working closely with customers, stakeholders, and the development team.

Technical Consultant • Software Improvement Group (SIG) **2010 – 2018**

Advised customers, both their technology leaders and their technical teams, on improving quality, reducing risk, and controlling costs related to their business-critical software.

Co-owner • Colorize **2009 – 2011**

Startup that focuses on web design, web and software development, and 2D/3D animation.

Software Engineer & Product Owner · Adjustables **2006 – 2009**

Online video advertising startup. Winner of the Red Herring 100, an award given to the top 100 technology startups in Europe. Also winner of the New Venture innovation award 2007.

EDUCATION

MSc Software Engineering · University of Amsterdam **2009 – 2010**

BSc Media Technology · Hogeschool Utrecht **2002 – 2006**

KEY PRESENTATIONS & PUBLICATIONS

- Metrics-based quality assessment of software architectures · Telecommunications Professionals Journal, 2025
- Key challenges of banking IT architecture · Podcast, 2025
- The benefits of better software architecture · AG Connect magazine, 2024
- Top challenges faced by enterprise architects · Webinar, 2023
- 7 lessons learned about the enterprise architect role · Webinar, 2023
- Building maintainable software landscapes · O'Reilly Software Architecture Conference, 2018
- From agile strategy to product · Agile product delivery meetup Amsterdam, 2017
- Automatic event detection for software product quality monitoring · Research paper, QUATIC, 2012
- Indicators of issue handling efficiency · Research paper, Software Quality Journal, 2011

CORE EXPERTISE

Product management · Agile product delivery · Data & analytics · Technical debt management · Software architecture · Coaching software engineering best practices