

Fred Voorhorst

A mechanical engineer turned 'Design Thinker', he is a bit of a brew of trades. Add to that experience from working in software development, fashion, banking, gaming, etc., and you get - well - this.



He is told he has no ego, but a big heart

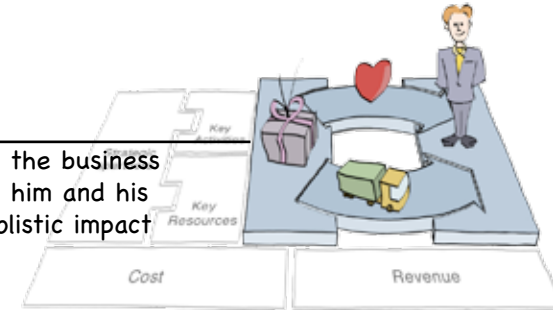


His brain is a bit like a jukebox; throw in a problem, and out come innovative solutions



He doesn't often wear a tie, but when he does, chances are it is an orange one, the most visible from what is left being born Dutch.

One of his favorite tools is the business model canvas, which helps him and his team to understand the holistic impact of any idea.



Fred is fluent in any agile process, attacks wicked problems by building prototypes, and grasps the risks as well as the value of Minimal Viable Products

see also: <http://www.expressiveproductdesign.com/minimal-viable-product-mvp/>

HOW TO BUILD A MINIMUM VIABLE PRODUCT



Different pencils you will see Fred use:

As cartoonist, a pencil



As engineer, a technical pencil



As designer, a feltpen



As project manager, a ballpoint



Professional profile: <https://www.linkedin.com/in/fredvoorhorst/>



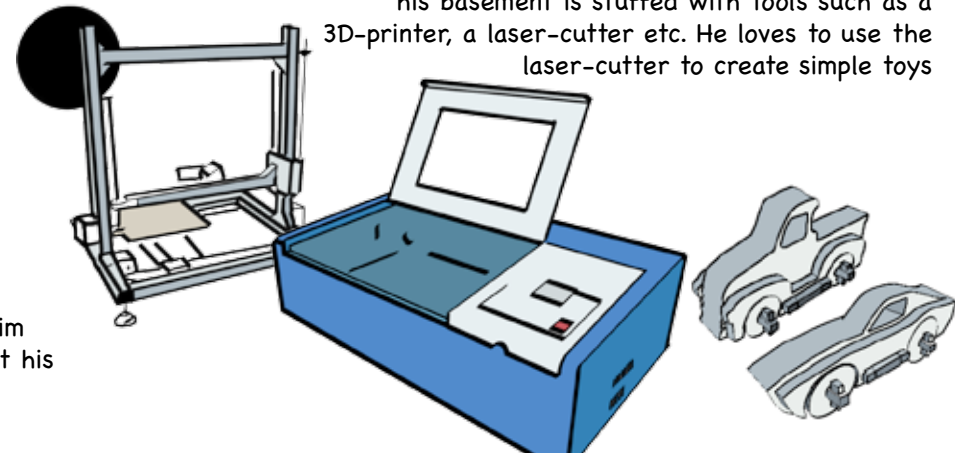
From the time when he was innovation manager at Hugo Boss, he occasionally wears a fashion item, most likely shoes



A passion for old Citroëns, he recently 'upgraded' from a 2CV to a 1983 Citroën BX



DON'T get him started about his kids.



Being an engineer, anxious to just build and do, his basement is stuffed with tools such as a 3D-printer, a laser-cutter etc. He loves to use the laser-cutter to create simple toys