



**Kayee's Robbert Hock Wins 2017 Sitecore  
"Most Valuable Professional" Award**

*Elite distinction awarded for exceptional contributions to the Sitecore community*

**Millingen aan de Rijn, The Netherlands — January, 31st, 2017 — Kayee,** today announced that **Robbert Hock, owner of Kayee and freelance Sitecore Technology Specialist** has been named a "Most Valuable Professional (MVP)" by **Sitecore®**, the global leader in experience management software. **Robbert** was one of only 215 Technologist worldwide to be named a Sitecore MVP this year.

Now in its eleventh year, Sitecore's MVP program recognizes individual technology, digital strategy, commerce, and cloud advocates who share their Sitecore passion and expertise to offer positive customer experiences that drive business results. The Sitecore MVP Award recognizes the most active Sitecore experts from around the world who participate in online and offline communities to share their knowledge with other Sitecore partners and customers.

**This is the 8<sup>th</sup> time that I've received the Sitecore MVP Technology Specialist title, out of the eleven years that the Sitecore MVP title has been awarded. Wow! The past year has been great for me in terms of the Sitecore Community activities: Co-organizing the successful SUGCON Europe 2016, organizing the Dutch Sitecore User Group, being part of fantastic other off and online Sitecore events. Since I started working with Sitecore in 2008, I've been so passionate about Sitecore and connecting the Sitecore community, that even 10 years later I'll keep pushing myself. I'll be part of the organization again of SUGCON Europe 2017 and we'll be trying to set new boundaries there as well, so**



**make sure you attend it from May 18<sup>th</sup> – May 19<sup>th</sup> 2017 in Amsterdam, The Netherlands! (Robbert Hock - Kayee).** “The Sitecore MVP awards recognize and honor those who make substantial contributions to our loyal community of partners and customers,” said Pieter Brinkman, Director of Developer and Platform Evangelism, Sitecore. “MVPs consistently set a standard of excellence by delivering technical chops, enthusiasm and a commitment to giving back to the Sitecore community. They truly understand and deliver on the power of the Sitecore Experience Platform to create contextualized brand experiences for their consumers, driving revenue and loyalty for life.”

Sitecore’s experience platform combines web content management, omnichannel digital delivery, customer insight and engagement, and strategic digital marketing tools into a single, unified platform. The platform is incredibly easy to use, capturing every minute interaction—and intention—that customers and prospects have with a brand, both on a website and across other online and offline channels. The end-to-end experience technology works behind the scenes to deliver context marketing to individual customers, so that they engage in relevant brand experiences that earn loyalty and achieve business results.

**Following the Helix design principles and best practices for Sitecore development, Robbert is helping Sitecore clients and Sitecore partners, such as digital agencies, across the globe to create immersive experiences across all digital channels for themselves and for their clients. As a Sitecore Architect Robbert has been responsible for a large number of Sitecore implementations that vary from campaign websites to multi-site & multi-language platforms.**



More information can be found about the MVP Program on the Sitecore

MVP site: <http://www.sitecore.net/mvp>

**For more information, contact:**

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