



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

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

**Millingen aan de Rijn, The Netherlands — January, 31st, 2018 — Kayee,** today announced that **Robbert Hock** has been named a "Most Valuable Professional (MVP)" in the Technology category by **Sitecore®**, the global leader in experience management software. **Robbert** was one of only 208 Technology MVPs worldwide to be named a Sitecore MVP this year.

Now in its 12th year, Sitecore's MVP program recognizes individual technology, strategy, and commerce 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 9th consecutive year that I've received the Sitecore MVP Technology Award, out of the twelve years that the Sitecore MVP title has been awarded. Wow! Guess I'm on par with the version numbering of Sitecore. What makes it extra special is that there are only a few people out there with a consistent period of MVP awards. I'm so proud of my achievement! With SUGCON Europe 2018 coming up in April 2018 in Berlin, Germany, 2018 will be a great year for the Sitecore community. To be a specialist in the field is amazing. (Robbert Hock - Kayee).** "The Sitecore MVP awards recognize and honor those individuals who make substantial contributions to our loyal community of partners and



customers,” said Pieter Brinkman, Sitecore Senior Director of Technical Marketing. “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 personalized brand experiences for their consumers, driving revenue and customer loyalty.”

The Sitecore Experience Platform™ combines web content management, omnichannel digital delivery, insights into customer activity and engagement, and strategic digital marketing tools into a single, unified platform. Sitecore Experience Commerce™ 9, [released in January 2018](#), is the only cloud-enabled platform that natively integrates content and commerce so brands can fully personalize and individualize the end-to-end shopping experience before, during, and after the transaction. Both platforms capture in real time every minute interaction—and intention—that customers and prospects have with a brand across digital and offline channels. The result is that Sitecore customers are able to use the platform to engage with prospects and customers in a highly personalized manner, earning long-term customer loyalty.

**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.com/mvp>

**For more information, contact:**

**Robbert Hock, Kayee**

Email: [info@kayee.nl](mailto:info@kayee.nl)

Website: <http://www.kayee.nl>

Twitter: <http://twitter.com/kayeeNL>

LinkedIn: <http://nl.linkedin.com/in/robberthock>