

JACCO OVERDULVE, MBA

B2B (Product & Customer) Marketing & Communication Manager with international focus

+ GET IN TOUCH WITH ME



+31 (0)6 – 51 01 47 60
Mobile



jacco.overdulve@outlook.com
Email



www.e-me-marketing.com
Website



nl.linkedin.com/in/jaccooverdulve
LinkedIn



www.twitter.com/ememarketing1
Twitter

+ PERSONAL DETAILS

Name	: Overdulve, J.H.	Date of birth	: 13-4-1971
Nick name	: Jacco	Place of birth	: Eindhoven, The Netherlands
Address	: Vinkenbuurt 10 3951 CZ MAARN, The Netherlands	Marital status	: Married, 2 children

+ ABOUT ME

Strong, loyal and smart. A solid rock in chaotic or hectic situations, while remaining friendly and empathic. Is a 'hands on' strategist, therefore stays focused and keeps the overview on goals and results, while maintaining the team spirit. Has high levels of knowledge, vision, experience and insight in marketing, communication and general management topics. Gets things done and is a stimulating personality. Is open, honest, to the point and loyal. Is jovial and witty when the situation allows so, but will remain politically and culturally sensitive.

An enthusiastic sportsman, golf player, traveler, cook and movie, music & gadgets lover.

+ CAREER

5/2016 – present | Marketing & Communication manager at Plieger BV

Technical wholesaler in heating, sanitary, plumbing, electronics and climate technology – www.plieger.nl and www.thermonoord.nl

Responsibilities

Responsible for the management of 3 departments (member MT): marketing & communication, product management and e-business. As such responsible for the setup and roll-out of strategic marketing and product plans for both Plieger and ThermoNoord.

- 11 direct reports: 5 marketing & communication employees (2 communication, 2 DTP, 1 business analyst), 5 product managers and 1 e-business manager
- Creation of the annual marketing plan & budgets
- Overall supervision of Plieger BV and ThermoNoord BV branding and corporate identity
- Management of Plieger formulas, including product range development
- Responsible for market research, promotions and all (product) marketing & communication related activities
- Initiating, coordinating and planning of marketing & communication related multi-channel campaigns, online & offline, above the line & below the line
- Development, management and implementation of products & services concepts and campaigns in corporation with manufacturers, product managers and sales
- Responsible for efficient and harmonized operational processes of the department

Achievements:

- Digitalisation of Plieger & ThermoNoord communication, i.e. introduction of e-mail marketing, launch of digital magazines, strategic and more frequent use of social media, etc.
- Development and launch of www.vitrabadkamer.nl as part of the private label strategy
- Development and launch of www.pliegersanitairkiezer.nl, a new digital sales channel for Plieger as an alternative to showrooms

JACCO OVERDULVE, MBA

B2B (Product & Customer) Marketing & Communication Manager with international focus

- Development of a private label strategy for the brands Vitra, Burgbad, Conel, Vigour, Cosmo, Nikles and Plieger
- Development of a strategic and operational marketing plan, including a detailed marketing budget plan and product management plan
- Development and launch of the new Plieger pay-off and corporate identity
- Development and launch of the Plieger logistical menu

5/2015 – present | Interim marketing manager at Solar Netherlands BV

Sourcing & services company of electronics, heating, plumbing and ventilation technology – www.solarnederland.nl or www.solar.eu

Responsibilities:

- Management of the marketing department and ongoing business, including restructuring marketing strategy, approach and activities during the transformation from a product-based wholesaler to a market-oriented sourcing and services company
- Daily management of a team of 2 marketeers (external & internal communications), 1 online marketeer, 1 CRM coordinator and 2 e-business support specialists
- Responsible for developing and managing various large and strategic campaigns and (customer) events, supporting sales developments
- Conceptual creation and project management of the Fastbox launch, Direct Sales campaign (branches.solarnederland.nl) and the Busch-Jaeger Balance-SI product launch
- Coaching and supporting the marketing manager during his re-integration

3/2005 – 8/2014 | Global marketing & communication manager at Skiffy BV, part of Essentra Components

Distributor & manufacturer of plastic and metal parts – www.skiffy.com

Responsibilities:

- Full responsibility for the global (product) marketing and communication strategy, budgets and operations
- Daily management of a team of 2 marketing professionals (DTP & Online marketeer), 2 product marketing managers, 6 indirect reports (local support) and various external partners
- Business development through lead & new customer generation, product range development and reseller network development (in cooperation with sales manager)

Achievements:

- Setup & development of a small yet effective (product) marketing & communication team from scratch
- Successful introduction of the marketing calendar, creating opportunities to save costs while increasing the number of (multi-channel) campaigns & touch points and remaining creative & innovative
- Succeeded to develop a comprehensive long term product strategy and roadmap together with the head of product marketing & communication
- Turned mass (offline) communication into customer focused & event driven (mainly online) communication as part of a customer lifecycle program
- Successfully launched Skiffy in Belgium and Poland
- Successfully managed multiple departments and branches at the same time during periods of 3 to 9 months in 2008 until 2011

Generated record sales (from €15.1m to €24.9m) PBIT and customer base (from 19,250 to 29,900) growth in combination with a growth in product introductions from 100 to 1,300 per annum. More details are available on request. Skiffy merged with Moss Express and Richco into Essentra Components EMEA in July 2015.

JACCO OVERDULVE, MBA

B2B (Product & Customer) Marketing & Communication Manager with international focus

9/2000 – 2/2005 | Project manager & CRM Consultant at DialogAMI

CRM Consultancy – Taken over by Publicis – www.publicisdialog.nl

Responsibilities:

- Started as a project manager and turned into a (senior) consultant after 2 years
- Responsible for the delivery of CRM and data warehouse related projects within the agreed plans and budgets
- Managed projects and project teams containing 2 to 10 team members for relatively small customers and multinationals such as Vodafone, V&D, WWF, NS, VROM Ministry, Shell Europe, etc.

Achievements:

- Successful setup of a multi-channel campaign using e-mail and sms to upsell gas purchases with loyalty card holders for Shell UK
- Project management of the integration of all Western European Shell loyalty programs into 1 central database system managed in Budapest

5/1998 – 8/2000 | Marketing consultant at MCB Netherlands

Wholesaler of metal tubes, sheets, profiles and technical products – www.mcb.nl

Responsibilities:

- Responsible for the daily marketing and communication operations of 3 SBU's, 1 sister company (MCB Belgium) and a subsidiary (Kubra) together with a communication specialist
- Projects varied from customer surveys and market & data analysis to (new) product communication and market introductions
- Supported internal customers in making their annual strategic plan and budgets each year

Achievements:

- Professionalized the annual strategic processes
- Organized and optimized marketing & communication operations
- Rebranding of the SBU Truck & Trailer Components based on qualitative and quantitative customer research

+ EDUCATION

6/1994 – 7/1995 | Master of Business Administration – MBA

Western Carolina University – North Carolina, USA

8/1990 – 5/1994 | International management – BA

Avans School of International Studies – Breda, The Netherlands