

# JACCO OVERDULVE, MBA

International B2B Marketing & Communication leader with customer focus


## PERSONAL DETAILS

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Name	: Overdulve, J.H.	Date of birth	: 13-4-1971
Nick name	: Jacco	Nationality	: Dutch
Address	: Tulpensingel 15 3931 ZX WOUDEBERG, The Netherlands	Marital status	: Married, 2 children

## GET IN TOUCH WITH ME

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## ABOUT ME

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Entrepreneurial, innovative and hands-on marketing & communication leader with a strong & proven drive for customer focused results and delivering quality with attention for the team behind the results. International experience in e-commerce, product management, marketing and communication of installation & technical products, durables and semi-finished products. Modern & digital marketer with over 15 years of strong professional experiences in shaping and managing teams and strategically & tactically coaching them with customer focus & customer intimacy.

Family man and an enthusiastic sportsman, golf player, traveler, hobby cook and movie, music, gadgets & domotics lover.

## CAREER

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### ● 05/2019 – 01/2020 | Interim Marketing Manager Benelux, Dyka Group | Reporting to Vice President Sales continental Europe

*Manufacturer of drain, water, ventilation, gas and energy network solutions – [www.dyka.nl](http://www.dyka.nl) en [www.dyka.be](http://www.dyka.be)*

- Daily management of the marketing & communication department in Steenwijk and Overpelt (BE), including a re-organization
- 5 FTE
- Final responsibility for DYKA corporate identity & trademarks in the Benelux and other regions in Europa
- Management of customer satisfaction & value research (i.c.w. Trigon), (product) marketing & communication related operations and multi-channel campaigns
- Introduction of a strategic mindset with regards to digitalization of the organization and the integration of content & inbound marketing

### ● 05/2016 – 12/2018 | Head of Marketing, Product Management & E-commerce, Plieger BV & Thermonoord | Member MT, reporting to MD

*Technical wholesaler in HVAC, sanitary, plumbing and electronics – [www.plieger.nl](http://www.plieger.nl) and [www.thermonoord.nl](http://www.thermonoord.nl)*

- Daily management of departments marketing, e-commerce & product management of both Plieger and Thermonoord
- 11 FTE
- Final responsibility for Plieger BV and ThermoNoord BV branding and corporate identity, Plieger Express formulas and private labels
- Management of customer satisfaction & value research (i.c.w. Trigon), showroom promotion tactics and (product) marketing & communication related operations and multi-channel campaigns
- Development of customer centric products, system & services concepts and campaigns in close corporation with manufacturers, product managers and sales

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## ● 05/2015 – 04/2016 | Interim marketing manager, Solar Netherlands BV | Reporting to Market Director

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

- Restructured team and marketing strategy, focus, approach and activities in line with the transition to a customer centric sourcing and services company
- 6 FTE
- Development of various larger and strategic campaigns in support of the transition within the sales departments and Solar School. Focus on excellence in sourcing, services & operations, digital leadership
- Coaching and support of the marketing manager during his re-integration after 1 year

## ● 03/2005 – 08/2014 | Global marketing & communication manager, Skiffy BV/Essentra Components | Member MT, reporting to Managing Director

*Distributor & manufacturer of plastic and metal parts for the industry & installation business –  
www.essentracomponents.com*

- Global (product) marketing and communication strategy, budgets and operations of the Skiffy brand, incl. P&L responsibility for marketing & sales
- 4 FTE and 6 indirect reports (local support)
- Business development by online & offline lead & new customer generation, product range development and reseller network development (in cooperation with export manager)

Temporary positions:

- 03/2011 – 11/2011 – Interim Export / Sales Manager
- 10/2009 – 06/2010 – Interim Export / Sales Manager
- 07/2008 – 12/2008 – Interim General Manager, Essentra South Africa, Johannesburg

Skiffy merged with Moss Express and Richco into Essentra Components EMEA in July 2014.

## ● 12/1995 – 2/2005 | Various positions

- 09/2000 – 02/2005 | Project manager & CRM Consultant, DialogAMI
- 05/1998 – 08/2000 | Marketing consultant, MCB Nederland
- 05/1997 – 04/1998 | Marketing & communicatie assistant, Paulmann Lighting
- 02/1997 – 40/1997 | DM specialist, Progress Software
- 12/1995 – 01/1997 | Account executive, Directview

## ACHIEVEMENTS

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### ● DYKA Group | Interim Marketing Manager Benelux

- Transition of the Marcom department and Business Managers SME & GWW to result-oriented 360 degrees campaigns by focussing on the customer journey & intimacy
- Presentation of initial insights in the DYKA customer journey for sales, marcom, product management & logistics
- Launch of the commercial plan for the more commercial involvement of suppliers in the DYKA trade product range and sales branches

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## ● Plieger & ThermoNoord | Manager Marketing, Product Management en E-commerce

- Strategic 5-year marketing plan, with detailed marketing budget and product management plan based on the results from the customer value research & customer journey mapping. Introduced a vision to launch customer-oriented concepts with a focus on digitization, own brands and sharing knowledge with the various customer groups
- Launch of the private label strategy for the brands Vitra, Burgbad, Conel, Vigour, Cosmo, Nikles and Plieger. Focus on brand experience & empathy (knowledge & design) and added value for Plieger's operating results and that of the customer groups
- Sales growth of e-business channels from 24% to 35% of total turnover in 7 months (2018), by means of a:
  - Successful development & launch of 3 private label websites
  - Successful development & launch of the online bathroom selector (Plieger Sanitairkielzer)
  - Re-design & launch of the new e-business environment of Plieger and ThermoNoord
- Development and launch of the new Plieger pay-off 'Samen maken we het waar' and corporate identity
- Development new POS & signing at Plieger Express branches

## ● Solar Nederland | Interim Marketing Manager

- Successful restructuring of the department, marketing strategy, policy and activities in line with Solar's transition to a customer-oriented sourcing & services company
- Successful launch of 2 concepts: Fastbox and the Industrial Supply Chain strategy (direct business development of new markets). These are now strategic drivers for Solar Netherlands

## ● Essentra Components | Global marketing & communication manager

- Built a small yet effective (product) marketing & communication team from scratch
- Introduction of a digital asset management tool (Brandifyer / Lytho) for effective product, campaign and web management, resulting in cost savings while increasing the number of (multi-channel) campaigns and retaining local creativity and innovation worldwide
- Successful introduction of a comprehensive long term product strategy and roadmap together with product managers, based a product life cycle analysis
- Transformed the focus of the department from mass (offline) communication into customer focused (multi-channel) communication as part of a customer lifecycle program targeted on conversion improvement
- Successfully launched Skiffy in Belgium and Poland and Skiffy as a concept in China (Shanghai) and Japan (Tokyo)
- Stable sales growth between 2005 and 2013 (from €15.1m to €24.9m), with annual profit growth, record growth of the customer base (from 19,250 to 29,900) and accelerated growth in new product introductions from 100 to 1,300 per annum
- Successful management of multiple departments (sales, customer service, marketing) and branches (South Africa) simultaneously for 3 to 9 months in the period 2008 to 2011

## EDUCATION

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### ○ 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*