


B2B Marketing & Communication Leader

PERSONAL DETAILS


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ABOUT ME

Entrepreneurial, innovative and people-oriented marketing & communication leader committed to growth of organizations, teams and individuals by linking them, building the brand and organization together and learning them to know their customers better, with heart and soul.

International experience with technical and sustainable products and solutions, digital transitions of marketing departments and organizations. Strong professional experiences in shaping and managing teams and their strategic & tactical challenges related to e-commerce, (product) marketing and communication. Data & result driven with a strong eye for a sustainable customer focus & customer intimacy.

Family man and an enthusiastic sportsman, golf player, traveler, enjoys cooking, good food & company, movies, music, sustainability by implementing gadgets & domotics.

CAREER

● 2020 – present | ‘Super hero’ for kids, wife, friends & family

Supporting various local businesses and friends with (online) marketing knowledge, strategically & hands-on. Goal: survival & growth during lockdown, preparing them for life after Covid-19.

Not to forget: Handyman, Kindergarden Cop, Lego-nerd and Masterchef. Initiator and developer of www.allesverduurzamen.nl

● 2019 – 2020 | Interim Marketing Manager Benelux, Dyka Group | 5 FTE | Reporting to Vice President Sales continental Europe

Manufacturer of drain, water, ventilation, gas and energy network solutions – www.dyka.nl & www.dyka.be

- **Management:**
 - Transition of sales & marketing from event focus into result-driven 360 degrees campaigns focused on the (digital) customer journey
- **Strategy:**
 - Roadmap of DYKA’s customer journey based on customer value research
 - Commercial plan for DYKA’s trade product range and sales branches
 - Strategic mindset towards digitalization of the organization, the deployment of content & inbound marketing and marketing automation

● 2016 – 2018 | Head of Marketing, Product Management & E-commerce, Plieger BV & Thermonoord | 3 departments, 11 FTE | Member MT, reporting to MD

Supplier in HVAC, solar solutions, sanitary, plumbing and electronics – www.plieger.nl and www.thermonoord.nl

- **Strategy:**
 - 5-year marketing plan, incl. marketing and product management plan, based customer value research & customer journey mapping
 - Vision on customer-focused concepts around digitalization, branding, sharing knowledge (content & inbound marketing) and marketing automation

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- **Branding & product management:**
 - Private label strategy for Vitra, Burgbad, Nikles, Plieger, Vigour, Cosmo and Conel. Focus on brand experience and added value for the supply chain
 - New pay-off 'Samen maken we het waar'
 - New corporate branding, incl. POS & signing at Plieger Express branches
- **E-commerce & digitalization:**
 - 3 private label websites
 - Online bathroom configurator (Plieger Sanitairkiezer)
 - Renewed e-business environment Plieger and ThermoNoord
 - Sales e-business channels from 24% to 35% of total turnover in 7 months (2018)

● 2015 – 2016 | Interim marketing manager, Solar Netherlands BV | 6 FTE | Reporting to Market Director *Supplier of electronics, HVAC, solar solutions and plumbing technology – www.solarnederland.nl*

- **Management:** Reorganization marketing, strategy and activities in line with Solar's transition to a customer-oriented sourcing & services company
- **Strategic concepts & campaigns:**
 - 2 concepts and strategic drivers: Fastbox and the Industrial Supply Chain
 - Several large and strategic campaigns supporting the transition

● 2005 – 2014 | Global marketing & communication manager, Skiffy BV/Essentra Components | 4 FTE & 6 global indirect reports | Member MT, reporting to Managing Director *Plastic and metal parts for the industry & installation business – www.essentracomponents.com*

- **Marketing & product management:**
 - Conversion improvement through transformation from mass (offline) communication into data-driven (cross-channel) communication
 - Sales from €15.1m to €24.9m (2005 – 2013), record customer base growth and accelerated new product introductions from 100 to 1,300 per annum
 - Long term product strategy based on product life cycle analysis
- **Business development & e-commerce:**
 - Online & offline lead generation & new customers, expansion distribution & drop-ship network
 - E-mail marketing (Clang), digital asset management (Lytho), SEO, SEA, Analytics
 - Skiffy Belgium & Poland, Skiffy concept in China (Shanghai) and Japan (Tokyo)
- **Leadership:**
 - 2009, 2010 & 2011 – Interim Export / Sales Manager
 - 2008 – Interim General Manager, Essentra South Africa, Johannesburg

● 1995 – 2005 | Various positions:

- 2000 – 2005 | Project manager & CRM Consultant, DialogAMI
- 1998 – 2000 | Marketing consultant, MCB Nederland
- 1997 – 1998 | Marketing & communicatie assistant, Paulmann Lighting
- 1997 – 1997 | DM specialist, Progress Software
- 1995 – 1997 | Account executive, Directview

EDUCATION

● 1995 – now | Various courses:

- 2020 – Update Content strategy & Journey Mapping | Leadership without Authority
- 2019 – Leading and Managing People-Centred Change
- 2014 – Google Analytics Dashboard design
- 2011 – Search Engine Advertising
- 2008 – Search Engine Marketing Strategy | Google Analytics, first principles

● 1994 – 1995 | **Master of Business Administration** - *Western Carolina University – North Carolina, USA*

● 1990 – 1994 | **International management – BA** - *Avans School of International Studies – Breda, NL*