

# Wim De Maertelaere

## Sales Manager

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## Summary

Accomplished Senior Sales/PreSales Manager with over 20 years of experience in driving business growth and expanding market presence. Expertise in developing and executing successful go-to-market strategies, building high-performing partner networks, and securing major client wins. Successfully spearheaded a \$300,000 project involving computer vision and deep neural networks. Proven ability to increase revenue, build strong relationships with clients, and provide innovative solutions. Brings extensive experience and a track record of exceeding targets.

## Work Experience

**Business Development Manager Benelux, France and UK, IRIS, Louvain-La-Neuve, Belgium**

02/2025 – Present

- Engaged on a short-term contract (6 months) to create innovative go-to-market strategies for the Benelux, France, and UK markets.

**Manager, International Business Development, TCG Process, Baar and home office in Belgium, Switzerland**

07/2018 – 01/2025

- Spearheaded global expansion strategies for TCG Process, emphasising enhancements in sales channels and client solutions.
- Formulated and executed go-to-market strategies, significantly augmenting market share in targeted regions. Championed a \$300,000 project for a major bank, leveraging computer vision and deep neural networks for ID verification.
- Engineered a system allowing customers to apply for credit cards online by capturing ID documents and juxtaposing them with their selfies via smartphone cameras.
- Delivered a secure, innovative solution that enhanced user convenience while ensuring compliance with KYC (Know Your Customer) regulations.

**Business Development Executive, Moonoia, Brussels**

12/2016 – 07/2018

- Revitalised business operations through rebranding from Soludoc to Moonoia.
- Directed sales and partnership initiatives to stimulate growth, achieving a robust market presence in document management solutions.
- Instituted Product Marketing and Inbound Marketing using HubSpot; represented the company in AIIM Leadership Council; clinched the DM Award - Project of the Year for using AI to recognise handwriting of medical practitioners.

## Business Development Manager, K2, Wimbledon and home office in Belgium, UK

02/2013 – 11/2016

- Expanded K2's partner network across Benelux, solidifying the company's position as a key provider in business process automation.
- Drove partner-based sales, securing new business from major clients, including Deloitte (€300k), ProRail (€150k), and NATO Special Forces (€150k).

## Regional Manager, ABBYY, Munich and home office in Belgium, UK

04/2010 – 01/2013

- Constructed ABBYY's Benelux partner network from the ground up, generating significant opportunities with leading corporations such as Colruyt and the International Crime Court of The Hague, NL. Played a pivotal role in ABBYY's growth within the region.

## CEO and Co-Founder, Capture Experts, Brussels

07/2005 – 03/2010

- Co-founded Capture Experts, focusing on document capture solutions. Achieved Kofax Platinum and Gold Partner status, serving high-profile clients such as Securex, Center Parcs, Hospital Jules Bordet, and Atlas Copco.

## EMEA Sales Manager and Presales Director, Kofax Group, Brussels

01/1994 – 12/2005

- Oversaw Kofax's business expansion across EMEA, elevating annual revenue from \$2M to \$25M while growing the team from 2 to 35 employees across four countries.
- Established a partner network in EMEA from scratch, reaching over 400 active resellers, and secured corporate wins at institutions like ING, Carrefour, Banco Genova, and the European Commission.

## Professional Services Manager, Business Objects, Brussels

01/2000 – 12/2001

- Managed a team dedicated to delivering professional services, specialising in pre-sales support and technical solution design for clients across Belgium and Luxembourg.

## Lead Developer, Wevecos, Brussels

01/1992 – 12/1994

- Developed document management systems and data capture applications for prominent clients, including Belgacom and KBC bank.

## Lead Developer, CAD Systems and 4GL Tools, Delaware Computing, Antwerp

01/1989 – 01/1992

- Directed CAD application development for Bekaert, implementing systems to enhance manufacturing efficiency and streamline data migration.
- Designed 4GL programming languages and compilers.

## Education

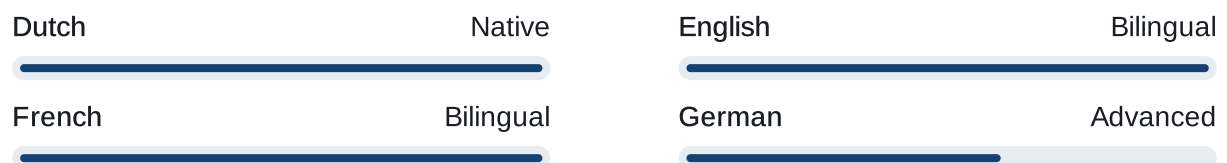
BA ICT, Information Technology HBO, Information Technology, HOGENT, Gent, Belgium

09/1986 – 06/1989

## Skills



## Languages



## Interests

