**Curriculum Vitae**

MICROSOFT Netherlands 2007 - Present

**Senior Audience Marketing Manager (DX, 2010 – present)**

Responsible for the Technical Audience relationship in a Large Developed Country. Varying from a breadth and depth engagement to increase customer satisfaction with Microsoft as a company, drive adoption and usage of Microsoft platform and products.

* Created local strategic marketing plans to meet the business needs and positively influence the audience’s perception of Microsoft.
* Responsible for execution of local and corporate led marketing tactics
* Conduct research and analysis, including program performance (ROI) and product perceptions (likelihood to recommend), competitive and Microsoft customer satisfaction (NSAT), and audience segmentation
* Conducted primary research on Customer Journeys for three different tech audiences. Incorporating findings of underlying customer needs to drive sales and experimented with the different online and offline audience marketing tools and techniques
* Help create and deliver sales enablement engagements in targeted accounts ITIs in-person
* Business owner of Techdays (1,6 mi budget) and over 50 other Microsoft events

**Senior Marketing Project Manager (M&O, 2009-2010)**

Responsible for leading the M&O’s project management team for three different segments and audiences and delivering on go-to-market plans with an optimal mix of marketing vehicles. Allocating resources and budget, and overseeing the timely execution of the plan.

1. Owned the delivery of high impact projects and event such as product Launch events, local extension of World Partner Conference and Techdays as well as standard marketing campaigns via CMO v-team
2. Redesigned the project management operation together with CMO lead and effectively managed my CMO v-team’s transformation to a standard PM operation
3. Lead the standardization of the CMO planning and scoping in preparation of project execution over the full breadth of marketing vehicles, resulting in a default approach for planning and scoping CMO projects including the introduction of the RASCI
4. Member of the negotiation team to transition Techday’s P&L to vendor whilst keeping a definitive vote in the event quality and demand generation

**Marketing Execution Manager (M&O, 2007-2009)**

Execution of the go-to-market plans, sticking to budget and deadlines, demonstrating an understanding of the overall strategy, risks, and need for subsidiary alignment. Results achieved in positive customer experiences with in business impact for Microsoft.

1. Transforming strategies to implementation for the go-to-market strategy
2. Consistently landed marketing plans on time and within budget
3. Reported performance against the plan with an ‘always be accountable’ attitude

Cruden B.V. 2003- 2007

**Marketing & Communication manager**

Led the marketing and communication efforts through the launch of the Hexatech Racing Simulator and market development of High-end simulation worldwide in the entertainment and automotive industry.

1. Gathered, analyzed industry information, customer and competitive activities as well as market structure and trends
2. Authored strategic marketing plan and contributed to sales plans that served as the basis for the company’s market penetration and market share building initiatives.
3. Responsible for coordinating communications with Press and earned Media
4. Integrated marketing, engineering and game development into one team for future product development

Hollandstar B.V. 2001 - 2003

**Marketing project manager**

Responsible for execution of customer marketing projects for the healthcare and recreational / entertainment industry.

1. Worked with customer’s stakeholders to create tactical marketing plans
2. Landed marketing plans and conducted basic research and analytics on campaign impact
3. Reported performance against plan

Hewlett packard Netherlands 1999- 2001

**Market Development Program Manager**

Spearheaded two global market development programs to develop new business with ISV Start-up’s and mobile application developers in the Dutch market. Initiatives aimed at enabling the creation of mobile services for Telco’s and extended enterprise environments.

1. Evaluated over 200 program applications and reviewed 100 business plans for program eligibility and potential success. Interviewed 40 managementteams and enrolled 25 start-ups
2. Brokered relationships for start-up companies and HP’s Enterprise and Telco accounts to drive new customer services and business model
3. Responsible for joint marketing efforts promoting the start-ups to increased time-to-revenue

Thieme meulenhoff 1998- 1999

**New Media project Manager**

Introducing and Evangelizing new media in a then traditional books oriented Publishing House. Responsible for realization of innovative learning experiences for the target audience by use of the internet.

* 16 websites launched in 18 months

**Relevant EDUCATION:**

**Marketing @ Microsoft**,Kellogg school of Marketing

**Strategic Marketing (MBA course)**, NCOI, the Netherlands

**Bachelor Managing Human Resources,** Hogeschool van Amsterdam

**INTERESTS:** Discovering the world, playing guitar, Mountain biking, Skiing and anything ‘tech & community’