



# Ronald Winter

## Summary

I'm a dynamic and knowledgeable business leader with a passion for creating impact in ambitious environments. Extensive experience in the SaaS industry, specifically in consultative B2B sales, account management, and strategic leadership. Skilled in stakeholder management, driving commercial growth, and fostering collaborative team environments. I believe in building success through trust, hard work, and a good sense of humor.

## Work Experience

### Commercial Advisor – *Self Employed*

09 2023 - current

- Multiple interim projects eg. The School of Life and others.
- Advising, coaching and training on commercial strategies with the aim of improving processes and driving revenue.

### Dexper Digital Events, Haarlem – *Commercial Director*

05 2022 - 07 2023

- Full funnel management and GTM strategy responsibility
- Initiated and fostered multiple commercial partnerships
- Signed clients include GitHub, Figma, Chainlink avg dealsize ~\$200k

### Sitel, Amsterdam, *Demand Generation Director*

06 2020 - 04 2022

- Led hiring process to build a 7 fte DG team
- Initiated and managed global cross-functional initiatives between marketing, sales and solutions teams
- Executed C-Level sales conversations for Digital Transformation, Automation and Self Service solutions

### Meltwater, Amsterdam, *Managing Director Client Success*

02 2019 - 02 2020

- Full P&L responsibility \$10mIn; 1000 clients, 15 fte
- Hired, retained and developed (management) talent
- Renewed and upsold >\$100k clients

### Meltwater, Amsterdam, *Client Experience Manager France & Benelux*

08 2017 - 01 2019

- Increased engagement by 15% across 1.500 clients
- Drove down churn with 5% over a \$15mIn portfolio

### Meltwater, Amsterdam, *Head of Client Delivery Benelux*

08 2016 - 07 2017

- Initiated, hired and trained client support team (5 fte)

## Contact

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## Education

### MSc Finance & Investments

RSM Erasmus University  
2007-2008

### MSc Entrepreneurship

RSM Erasmus University  
2006-2007

### BSc BA Consulting

Vrije Universiteit  
2001-2005

## Languages

Dutch (Native)  
English (Professional)  
Spanish (Basic)

## Certification

**Microsoft** - Azure Fundamentals  
**UiPath** - Sales Foundations  
**HubSpot** - Inbound Marketing

## Strengthsfinder

Individualization  
Strategic  
Woo  
Self Assurance  
Arranger

## Hobbies

Cooking  
Boxing  
Running (Berlin Marathon '22)  
Reading

**Meltwater, Amsterdam, Sr. Key Account Manager**

10 2014 - 07 2016

- Renewed and upsold \$1.5mIn portfolio of highest value clients
- Built strong relationships with 50 clients and minimized retention <20%
- Finding portfolio opportunities to cross and upsell additional services

**Meltwater, Amsterdam, Sales Manager**

10 2012 - 09 2014

- Coached and motivated sales team (3 fte)
- Hit >100% team and personal targets consistently

**Meltwater, Amsterdam, Sales Consultant**

05 2011 - 09 2012

- Engaged in solution based, consultative B2B (SaaS) sales

**ROC van Amsterdam, Amsterdam, Lecturer**

09 2010 - 04 2011

- Lectured classes in English up to 25 students level 4 vocational education in International Business
- Advised and coached students as class mentor
- Drove international collaboration with schools in Hungary, Ireland and Spain

**Bijles Academie, Amsterdam, Founder**

09 2009 - 12 2010

- Founder and operations director of the Bijles Academie
- Hired >15 students for teaching
- Break even after 4 months

**All Options, Amsterdam, Option Trader**

03 2009 - 08 2009

- Traded Dutch index and German stock options