

# Marieke Post

Marketing & Business Development  
for Tech Driven Businesses



## PROFILE

I combine my experience in marketing & business development with my passion for Tech & ICT. I really enjoy being the hub between your company's stakeholders, sales colleagues and product developers.

## CONTACT



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Praterlaan 144, 1098 WT, Amsterdam

## EDUCATION

1999 - 2003

The New School for Information Services, Amsterdam  
**Bachelor, Marketing Communications**

1994 - 1995

Leiden University  
**Propedeuse, Law**

1988 - 1994

Huygens Lyceum  
**Grammar school graduate**

## LANGUAGES

French (Limited working proficiency) , Dutch (Native proficiency) , English (Bilingual proficiency)

## SKILLS

Agile Marketing Strategy, Business Modeling, SCRUM, Product Marketing, Inbound Marketing, ABM Marketing, CRM Marketing

## EXPERIENCE



Chess Wise

MARCH 2016 - APRIL 2017 (1 YEAR)

**Marketing Manager**

Chess Wise is the company behind the award winning IoT platform technology for the built environment: MyriaMesh. I refined the stakeholder analysis, developed the journeys (online + offline), built relationships with SIGs and the influencers, identified and developed the necessary content, refurbished the brand identity, redesigned the website and implemented a publishing strategy. All this led to an 80% increase in traffic and a 2% increase in conversion to leads

Alliander

JANUARY 2015 - MARCH 2016 (1 YEAR 3 MONTHS)

**Marcom Strategy Consultant for SIM-CI.com (a.i)**

Sim-CI is a true game changer that develops an integrated asset management solution for the utility industry. As the (product) marketing strategist, I was part of the founding team and responsible for the development of the core value propositions and building the stakeholder community. My stakeholder analysis, user interviews and scenario's are the foundation of its current product propositions.

Qberhood

JANUARY 2013 - DECEMBER 2014 (2 YEARS)

**General Manager Qberhood.com (SocialSensr.com)**

Qberhood (first SocialSensr) was a venture of Marketing Monday - at the time a leading online marketing agency. It developed a Social Media Management Solution that helped businesses hack the growth of their online customer communities. I was responsible for setting up the company, hiring and managing the team (partially working in China) and the business development from scratch. The product launched successfully in 2014 - unfortunately much later than expected due to development set backs dating from an early stage. The user community and revenues grew steadily, but not in pace with the burn rate. A second funding round was unsuccessful. Qberhood has stopped its activities.

## VOLUNTEERING

Online marketer at AlphaBet Club DECEMBER 2012 - JULY 2014

## PROJECTS

Partner PropTechNL MARCH 2017 TO PRESENT

Community- and content management for a Dutch innovators platform for the construction and real estate industry

Co-Author BusinessModelYou MAY 2011 TO MARCH 2012

I was one of the eight top credited co-creators of the best seller "Business Model You".

## RECOMMENDATIONS

Han Bak

**Client (Chess Wise)**

Marieke was responsible for setting up the marketing media and activities both online and offline. I have come to know Marieke as a pleasant colleague. She is an engaged, hard worker with both strategic and operational value. She is creative and resourceful in finding the right information and means to be successful. She values direct contact with customers and a strategic collaboration with sales and never loses sight of the ultimate goal; the company's growth.

Igor Van Gemert

**Client (Alliander/ Sim-CI)**

I worked many times with Marieke on several projects. She has a sharp and analytic mind which results in tangible results for our company. Always a pleasure to work with.

Susanne Waldau

**Colleague (Alliander/ Sim-CI)**

I had the fortune to meet Marieke whilst doing project-based work for Sim-CI. Marieke supported me in gaining knowledge and insights, to ensure the success criteria. Marieke's sophisticated grasp of the product in combination with an innate understanding of the market and CI verticals, and a warm and personal approach, secured the products being delivered on time, budget and scope.

Andy Zondervan

**Client (Buma Stemra)**

Marieke has a strong nose for creating business opportunities and finding the solutions to her clients problem on levels they often haven't even considered. She is clever in utilising her network into helping one another, and she does this with sincere intent for all parties involved. Getting things done with a smile seems to come natural in most cases!

Mojo Creations

JANUARY 2013 - MARCH 2014 (1 YEAR 3 MONTH)

**Product Development & Marketing Manager (a.i)**

Mojo Creations was a side-project set up with friends & like-minded entrepreneurs. We developed simple tools to support mindfulness and awareness training. Up to then I had had extensive experience with software business models, but none with hardware business models and a production process in China (...). We landed a successful funding round on kick-starter (150k). For further information see <http://mojocreations.com/>

Alliander

JANUARY 2012 - NOVEMBER 2012 (11 MONTHS)

**Marketing Consultant (a.i)**

Liandon is the IT innovation center of Alliander. I helped develop and market new propositions to expand their business with existing stakeholders (e.g a c-level curriculum about Cyber Security in the Utility Industry).

Timesoft/ Aderant

MAY 2012 - OCTOBER 2012 (6 MONTHS)

**Product Marketing/ Business Consultancy (a.i)**

I was hired to consult the directors on the innovation of their business model and to fine tune the value propositions and marketing strategy.

Flexicator

APRIL 2010 - OCTOBER 2012 (2 YEARS 7 MONTHS)

**Product Marketing/ Business Consultancy (a.i)**

I was engaged with building the stakeholder community, product marketing and business development. The company was incorporated into ElephantTalk in the third year, a result of a relationship that was built by me.

De Oude Gracht Groep

OCTOBER 2008 - JUNE 2009 (9 MONTHS)

**Business Unit Manager "Gezondheidskrant" (a.i)**

The Gezondheidskrant (The Health Journal) was a one-off magazine that was published and distributed as an insert for De Telegraaf. I was responsible for the full project (concept, marketing and acquisition) and I successfully delivered the magazine on time and budget.

Smith & Jones BV

2008 - 2008 (LESS THAN A YEAR)

**Business Development Consultant**

Smith & Jones was a private addiction treatment center. I transformed the marketing & sales cycle and increased the lead intake by 19%.

Michelle Burer

#### Client (Oude Gracht Groep)

Marieke is a great 'start-up engine'. She is pragmatic and helped us get a better view on the strengths and weaknesses of the businessmodel. She is quick to spot new business opportunities and simply acts upon them by opening the right doors, connecting the right people, generating salesleads and co-developing the necessary marketing and salestools. With her help we started a new daughter company, that is now well on it's way

Jacco Hiemstra

#### Client (Flexicator)

When I first met Marieke I was charmed by her comprehension of my technological concept. She was quick to understand it's potential and helped fine-tune the business plan. She identified matching market segments and translated the technological concept to a commercial proposition. She helped implement the necessary online marketing tools such as the website and relevant social media. Next she started to kick in doors, in other words, she helped us to get in touch with potential clients so we could get a clear vision on the scope and needs of our clients as well as our own potential. She is loyal, sometimes a bit too eager and upfront, but overall great to work with.

Rob Berting

#### Colleague (Cane & 20/20 vision)

I worked in various projects together with Marieke and I am impressed with her ability to adapt to various circumstances quickly. In her profession as owner of MUM she is able to connect to a great community of professionals and motivate them to work together for the benefit of joint clients. At Flexicator I worked with her together and her skills in shaping the Business Plan for the owner of Flexicator and opening doors, seeking opportunities for business and investors was impressive. Always straightforward, fast and aiming at result using her network in a creative way. This part of her ability helped her in the past and also recently at 20/20 vision, where I asked Marieke to set up the structure of a Social Media Strategy for the company. All in all a great woman to work with in various commercial projects, not to forget her loyalty and fun to work with. Up to more in the future!

Pepe Pont

#### Colleague (Marketing Monday/Qberhood)

Marieke is a kind and co-creative person. She always looks for the best ways to get the best results. With an innovative way of looking at the business she helps and manages others to become better at what they do or want.

WorkflowWise

SEPTEMBER 2005 - 2007 (2 YEARS)

#### Alliance Manager/ Partner

WorkflowWise, (once called 20/20 vision) was founded as a result of an MBO (from Cane - see below) in which I participated. 20/20 vision delivered a procurement module, which is compliant with Microsoft, SAP and Exact ERP systems. As an Alliance/ Marketing Manager I successfully synchronized our value proposition with that of our sales partners and increased the partner revenues

Cane

FEBRUARY 2003 - AUGUST 2005 (2 YEARS)

#### Large Accountmanager

Cane was one of the big ERP consultancy agencies in the Netherlands, an Exact gold partner and at the time a Microsoft and SAP reseller. I was responsible for generating new business with a focus on SAP Business One.

De Ware

JANUARY 2002 - JANUARY 2003 (1 YEAR 1 MONTH)

#### Freelance Account Manager

I managed one large account; co-creating their online loyalty-program, managing the content, initiating promotions, etc. Position had both marketing and sales objectives.

IQ Creative

NOVEMBER 1999 - OCTOBER 2003 (4 YEARS)

#### Freelance Marketing/PR Assistent

I was engaged in PR activities, brand & marketing management.