



MARIEKE WILLEMIJN POST

I am not your usual 'marketer'; I am a changemaker - a strategist and business developer passionate about impact technology and businesses that help build a better world. I am a strategic doer and love developing prosperous, long-term business relations based on leading-edge ambitions and trust. Doing business should always create value for as many people as possible. The purpose of business is a business of purpose.

CONTACT

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EDUCATION

Marketing Bachelor

New School for Information Services

Law

University of Leiden – unfinished

Gymnasium

Gymnasium Novum

Projects

Co-Auteur 'Business Model You'

I was credited as one of the eight top co-editors of the best seller Business Model You, the Business Model Generation spin off.

Concept development Green School

I developed the guiding principles for a sustainable and smart real estate projects

Languages

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



Jan '22 – Jul '23

EXPERIENCE

CISCO | Intent-based networking, Security, Hybrid Work

Country Marketing Lead

I translated the global strategy guidelines to go-to-market tactics for the Dutch market with a main focus on the security and collaboration propositions.

Nov '20 – Nov '21

SIDN Business | Domain: Cyber Security, Identity & Access Management

Marketing Strategy

SIDN Business is a dutch supplier of security and identity solutions. I kickstarted the rebranding for IRMA (to [yivi](https://yivi.nl)) and the go-to-market strategy.

Oct '19 – Oct '20

KPN Security | Domain: Cyber Security

Marketing Strategy

KPN Security is the largest Security VAR (NL). I led the post-merger transition from the marketing of 'point solutions' to marketing value propositions through customer-centric buying journeys. I established the co-op collaboration with strategic partners and marketing stakeholders at the parent company KPN.

Apr '19 – Oct '19

O-Nexus | Domain: Sustainable & Smart Built Environment

Marketing Strategy (a.i.)

O-Nexus is an energy management system for smart buildings. I developed and launched their go-to-market strategy targeting the real estate, engineering, and construction sectors.

Feb '18 – Mar '19

Ecochain | Domain: Environmental Business Intelligence, SaaS

Marketing Strategy (a.i.)

Ecochain is a leading business intelligence tool that quantifies sustainability opportunities in business. I implemented a marketing strategy to complement their growth potential and launched the rebranding, marketing automation, and go-to-market strategy.

May '17 – Nov '19

Proptech for Good | Domain: Proptech & Real Estate, Business Community Partner

Together with the founding partner Menno Lammers, I set up a successful business development platform for front runners in Real Estate Development.

SKILLS

Strategy

Go-to-Market management

Business Modelling

Servant leadership

Business Development

RECOMMENDATIONS

Gerd de Bruycker, Marketing Director Cisco EMEA
Available on request

Bob Kronenburg, SIDN
Available on request

Jaap ter Riet, ex Sales Leader-KPN
Available on request

Jochem Mos, Founder Ecochain
Available on request

Roland van der Pouw, (ex) Director Liandon, Alliander
Available on request

Victor Schmedding, AWS Global Account Director
Relationship: Business associate
Available on request

Andy Zondervan, Founder Rightshare/ Customer
Relationship: Client
Available on request

Han Bak, CEO Chess Wise
Relationship: Client
Marieke is an engaged, skilled 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.

Please see LinkedIn for more recommendations

EXPERIENCE CONTINUED

Apr '17 – Jan '18

SPARK Campus | Domain: Sustainable & Smart Built Environment
Member Think Tank Brainport Smart District

I represented Spark Campus on the development team of Brainport Smart District. I led the tribe that delivered the guiding principles for the digital infrastructure of BSD and was a member of the steering team that reported to the municipality of Eindhoven.

Mar '16 – Apr '17

MyMesh | Domain: Sustainable & Smart Built Environment
Marketing Lead (a.i.)

I refined the stakeholder analysis, developed online journeys, and updated the value proposition. Online traffic increased by >100% and MQL conversion by >45% within six months.

Jan '15 – Mar '16

Alliander – Movici | Domain: Critical Infrastructure-, Smart City Modelling
Marketing & Business Development SIM-CI (a.i.)

I developed the market strategy from scratch and co-developed the value proposition with key stakeholders in the industry, simultaneously creating the necessary opportunities to outgrow the start-up phase successfully.

Mar '13 – Dec '14

Qberhood | Domain: Social Media Management, Saas
General Management, Stakeholder Management

Qberhood was a Social Media Management Platform. I managed the start-up team, working closely with the CTO, Marc van Neerven, and the stakeholder community to ensure the product-market fit.

Jan '13 – Mar '14

Mojo Creations | Domain: Personal Development
Product Development

A side-project developing mindfulness tools, set up with like-minded entrepreneurs, giving me relevant experience with hardware dependant business models.

Jan '12 – Mar '12

Alliander | Domain: Energy & Infrastructure
Marketing Consultant Liandon (a.i)

I helped to develop and market new propositions in the Cyber Security domain to expand their business and partnerships in the critical infrastructure domain.

Oct '07 – Oct '12

MUM MeetUrMarket b.v. | Domain: interim marketing services
Owner/ Founder

I set up and ran a platform for interim marketing professionals called Meet Ur Market.

Sep '03 – Oct '07

WorkflowWise | Domain: ERP, Procurement software
Alliance Manager/ MBO partner

I partnered in a management buy out from Cane to start WorkflowWise. I was the Marketing and Partner Manager, leading marketing activities and onboarding reselling partners in EU.

Prior to Sep '03

Cane – Large Account Manager/ SAP
Camp One - Freelance Account Manager