

MARIEKE POST

STRATEGIC MARKET DEVELOPER



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PROFILE

Are you fascinated by technological advancements that promise a bright future, like me? Let's join forces.

I am a strategic do-er and results-oriented marketing strategist for value-driven tech companies. I have a track record in strategy transformation, integrated marketing tactics and customer-centric go-to-market management. I am a strong believer of 'flow' as the ultimate state for success.

And I am Dutch, so expect respectful honesty and openness to honesty for the sake of moving forward with clarity.

EDUCATION/ CERTIFICATIONS

Certificate

MIT Sloan AI Implications for Business Strategy

Marketing Bachelor

New School for Information Services

PROJECTS /EXTRA

Co-Auteur 'Business Model You'

- One of the eight top co-editors of the best seller Business Model You, the Business Model Generation spin off.

LANGUAGES

- **Dutch** (Native proficiency)
- **English** (Bilingual proficiency, Business English, Advanced Level **Cambridge**)
- **French** (Limited working proficiency)

KEY WORDS

Strategic Management - Marketing Automation and Performance Management - Project & Team Management - Marketing Reporting - Customer Journey Design - Scrum Experience

TOP EXPERTISES



CUSTOMER-CENTRIC, VALUE-DRIVEN STRATEGY

I prioritize a unified understanding and buy-in for marketing objectives, strategy, metrics, and tactics across the business.



VALUE CREATION

Passionate about impact technology and businesses that help build a better world, I am dedicated to developing customer-centric go-to-market strategies focused on delivering high-value customer experiences and growth.



TEAM & PERFORMANCE MANAGEMENT

As a strategic doer and servant leader, I inspire teams to excel by ensuring ownership, information flow, and cross-disciplinary collaboration. I emphasize a uniform understanding of performance metrics and team responsibilities to identify areas for improvement and growth.



STAKEHOLDER MANAGEMENT

I recognize the strategic significance of integrated stakeholder management for success. In addition to ensuring internal understanding and buy-in for marketing efforts, I have a keen sense for partnerships and alliances that can amplify a company's growth and its value to customers.

EXPERIENCE

Marketing Lead Power of the Many | 2024 and going

- Marketing transformation lead, start-up, Interim. Part time.

Country Marketing Lead CISCO | 2022 - 2023

- Translating global strategy guidelines to go-to-market tactics for the Dutch market with a main focus on security, smart building and hybrid working solutions.

Marketing Strategy (a.i.) SIDN Business | 2020 - 2021

- Rebranding for IRMA (to yivi) and kickstarting the go-to-market strategy for Identity and Access Management solutions.

Marketing Strategy Transformation KPN Security | 2019 - 2020

- Leading the post-merger marketing transformation for KPN Security; from marketing 'point solutions' to 'value propositions' through customer-centric strategy and tactics.

Marketing Strategy (a.i.) O-Nexus | 2019 - 2019

- Developing and launching the go-to-market strategy targeting the real estate, engineering, and construction sectors.

Marketing Strategy (a.i.) Ecochain | 2018 - 2019

- Leading the marketing transformation to complement the growth potential, including rebranding, marketing automation, and go-to-market strategy.

Partner PropTech for Good | 2017 - 2019

- Setting up a successful business development platform for front runners in Real Estate Development

Member steering committee Brainport Smart District (a.i.) SPARK Campus | 2017 - 2018

Marketing Lead (a.i.) MyMesh | 2016 - 2017

- Refining the stakeholder analysis, developing online journeys, and updating the value proposition. Increasing online traffic by >100% and MQL conversion by >45% within six months.

Marketing & Business Development SIM-CI (a.i.) Alliander - Movici | 2015 - 2016

General Management, Stakeholder Management Qberhood | 2013 - 2014

Product Development Mojo Creations | 2013 - 2014

Marketing Consultant Liandon (a.i.) Alliander | 2012

Owner/Founder MUM MeetUrMarket b.v. | 2007 - 2012

Alliance Manager/MBO partner WorkflowWise | 2003 - 2007

Large Account Manager SAP Cane | prior to 2003