



## **MARIEKE WILLEMIJN POST**

**Marketing & Business Development**  
for Purpose Driven Tech Business


I am not your usual suspect, I am a changemaker, - an experienced marketer, and business developer with a passion for technology, sustainability and business that strives to improve a triple bottom line.

People call me a strategic do-er, a story-teller and I love to build prosperous, long-term business relations based on leading edge ambitions and trust. Doing business should always be about creating as much value for as many people as possible.

**I am looking to commit to a role to leverage opportunities for a progressive tech business with high - long term - ambitions**

## **CONTACT**

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## **EDUCATION**

### **Marketing Bachelor**

New School for Information Services

### **Law propaedeutic diploma**

RUL Leiden

### **Gymnasium**

Gymnasium Novum

## **Project**

### **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.

## **Languages**

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



Mar '19 – now

## **EXPERIENCE**

### **O-Nexus | Domain: Energy Management, Smart Buildings, Sustainability, SaaS Marketing & Business Development (a.i.)**

Finetuning the branding, propositions and value ladder, developing marketing strategy to scale up sales and decrease COS. Building relationships with OEM- and wholesale partners.

### **Ecochain | Domain: Environmental Business Intelligence, SaaS Marketing Lead (a.i.)**

I activated the full scope of the marketing strategy; finetuned the value proposition, launched a new branding, lead the development of marketing automation back-end, online campaigns, PR and events. Traffic increased by >100%, MQL intake by >40%

Jan '18 – Mar '19

May '17 – Nov '18

### **Proptech.nl | Domain: Proptech & Real Estate Partner management**

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

Apr '17 – Jan '18

### **SPARK Campus | Domain: Sustainable & Smart City development Delegate Brainport Smart District**

I was member of the project team IoT & Infrastructure, and as such I contributed to the design of the social & technological requirements, whilst representing the interests of SPARK Campus for Cassandra Vught, CEO and managing the input of SPARKS partners (Heijmans, Arcadis, etc)

Mar '16 – Apr '17

### **Chess Wise | Domain: Smart Buildings, IoT Marketing Lead (a.i.)**

I refined the stakeholder analysis, developed the online marketing platform, updated the value proposition. Online traffic increased by >80% and MQL conversion by >45% within a year.

## SKILLS

Growth Marketing



Business Modelling/ Business Case Dev



Business Development



Copy-writing/ Content development



Public speaking



## RECOMMENDATIONS

**Jochem Mos, Founder Ecochain**

*Relationship: Client*

Available on request

**Roland van der Pouw, Director Liandon**

*Relationship: Client*

Available on request

**Victor Schmedding, Amazon Web Services**

*Relationship: business partner*

Available on request

**Andy Zondervan, Founder Rightshare**

*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.

**Igor Van Gemert, former CEO SIM-CI (Alliander)**

*Relationship: Client*

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, Business Development Sim-CI**

*Relationship: Colleague*

I had the fortune to meet Marieke whilst doing projectbased work for Sim-CI. Marieke supported me in gaining the insights, to ensure 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.

Please see LinkedIn for more recommendations

## EXPERIENCE CONTINUED

Jan '15 – Mar '16

**Alliander** | Domain: Smart City Modelling , SaaS

**Marketing & Business Development SIM-CI (a.i.)**

I developed the value proposition and added value to the development of the MVP in close collaboration with business partners, stakeholders, launching customers and developers, laying a solid foundation for the solution that SIM-CI delivers today.

Mar '13 – Dec '14

**Qberhood** | Domain: Social Media Management, SaaS

**General Management, Stakeholder Management**

Qberhood developed Social Media Management Start Up. I was responsible for managing the team, working closely with the CTO, Marc van Neerven and the stakeholder community to ensure the product-market fit. The product launched, yet later than expected due to development setbacks dating from an earlier stage. A second funding round was unsuccessful. An intense, yet insightful experience.

Jan'13 – Mar '14

**Mojo Creations** | Domain: Personal Development

**Product Development**

Mojo Creations was a side-project set up with like-minded entrepreneurs. Following a successful crowdfunding project, I co-designed and produced the product in China. This project helped me to comprehend the scope and challenges of (overseas) hardware development and production.

Jan'12 – Mar '12

**Alliander** | Domain: Energy & Infrastructure

**Marketing Consultant Liandon (a.i)**

Liandon is the IT innovation center of Alliander. I helped to develop and market new propositions in the Cyber Security domain to expand their business with existing stakeholders.

Oct '07 – Oct '12

**MUM MeetUrMarket b.v.** | Domain: interim marketing

**Owner/ Founder**

I set up and ran a platform for interim marketing professionals called MUM. I myself was engaged in projects for: Smith & Jones, Aderant, De Oude Grachtgroup and Flexicator. (See linkedin for project details)

Sep '03 – Oct '07

**WorkflowWise** | Domain: ERP, Procurement

**Partner Manager/ MBO partner**

WorkflowWise (formerly known as 20/20vision) was a result of an MBO from Cane, in which I participated. We delivered a procurement add-on for Microsoft, SAP and Exact ERP systems. I was responsible for the success and acquisition of partners. Partner revenues increased by 30%.

Prior to Sep '03

**Cane** – Large Account Manager/ SAP technical sales

**Camp One** - Freelance Account Manager

**IQ Creative** - Freelance Marketing/PR