"I BOOST your marketing & sales teams' energy and strategy to achieve goals and results they didn't think were possible."

By laser-focusing on measurable impact using my roadmap, templates, automatisation tools and habits system.

Philippe Ruttens
 B2B / Digital Marketing & Sales Transformation
 Consultant, Interim Manager, Coach



27 LINKEDIN



COUNTRIES COVERED



YEARS IN DIGITAL & BUS DEV



TEAM LEADERSHIP

- _ Led and talent-managed 4 teams of 10+ FTEs
- Transformed software firm's Marketing team with strategy, re-branding, roadmap and new organisation
- Strategy and management of Market Intelligence, Configuration & Document Services functions

MARKETING & SALES

- Merged private bank's Marketing,
 Comms and Bus Dev teams
- Co-managed off- and online growth projects with Bus Dev and Sales
- Coached 10+ accounts/sales managers to increase win rate
- Set up EMEA Competitor
 Intelligence function for over 500 internal clients

EXPERTISE & RESULTS

DIGITAL TRANSFORMATION

- International project expertise at Accenture, Iron Mountain, MasterCard, Ernst & Young, Cap Gemini, The House of Marketing
- Developed change & transformation roadmaps for digital & leads growth
- Led and digitally enabled
 Accenture BeLux Marketing & Comms team
- Changed-managed at various Exec Committees levels including at Accenture, Private Bank and Medical Software company

LEAD GENERATION

- Managed leads growth campaigns covering CRM (Salesforce), online, events and telemarketing
- Co-developed Marketing & Bus Dev dashboards
- Market & Competitive Intelligence tools for service firms Inboundoutbound

MARKETING ROI



- Delivered multi-channel campaigns in 18 European countries with leads & brand growth
- Helped increase win rate for 10 key account teams in Telecom, Insurance, Government
- Co-managed Telemarketing campaign @ 20% cold leads conversion

CUSTOMER EXPERIENCE



- Managed and delivered 12+ projects improving brand, digital or sales impact at 3M, DHL, Europay, Nortek, Engie, AT&T
- Developed marketing plan, brand strategy and communications plan/ tools for online marketplace
- Trained over 200 executives over social branding & selling
- Communications strategy, plan and tactics for launch of new B2B and 7 product brands



CREDENTIALS

"Philippe is a key player in helping B2B companies to accelerate their growth through online, content and social marketing" _ Bart de Ridder, Accenture BeLux, Managing Director

"His positive personality and all-round marketing expertise allied to good teamwork means he is a strong people and stakeholder manager"

_ Peter Thomas, Accenture, MD Marketing & Comms Europe

"Philippe was instrumental in transforming the marketing function at Iron Mountain into a value-adding, data-driven and revenue-focused function"

_ Nick Porter, Iron Mountain, Sales Director Europe

"Philippe is a high caliber marketing professional. Creative, articulate and extremely passionate about his works and projects" _ Nicole Berx, The House of Marketing, Founder

"Philippe is open-minded, analytical, results-driven, fast thinker, a strong Marketing Manager and a vector of change for teams" _ Sabine Caudron, Degroof Petercam, Head of Private

54

Puilaetco Dewaay

Banking (Brussels)

- 2016 **B2B & Digital Marketing Transformation** Consultant & Interim Manager
- 2011 Senior Mgr Marketing & Communications (BeLux) Accenture, Brussels
- 2010 Lead Generation & Online Marketing Manager Iron Mountain, Brussels
- 2007 Marketing & Knowledge Manager The House of Marketing, Mechelen
- 2001 Marketing Consultant, Photographer, Journalist (freelance) London and Sydney
- 1999 Knowledge Manager European Accounts Cap Gemini Ernst & Young, London
- 1998 Senior Manager Market Intelligence Mondex MasterCard Intl, London
- 1996 EMEA Competitive Intelligence + Analyst Relations Manager Andersen Consulting, London
- 1992 Consultant EMEA Marketing Communications Clarus, Brussels
- 1990 MSc International Marketing Strathclyde University, Glasgow
- 1985 **MSc Economics and Information Technology** Université de Namur

ΤΟΥΟΤΑ

the house

of marketing

CLIENTS & EMPLOYERS



COLGATE-PALMOLIVE



at&t



COMPETENCIES

DIGITAL & MARKETING STRATEGY

- Digital marketing & campaigns plans
- Audit (survey, focus group, workshop, checklist)
- Roadmaps
- Inbound-outbound channels
- Market & Competitive Intelligence
- Database & email marketing
- Corporate marketing & communications
- Social media & content strategy
- _ Brand & personas strategy
- _ IT trained, Intranet, Portal

BUSINESS DEVELOPMENT

- Lead generation & nurturing
- CRM & Telemarketing
- Marketing & Bus Dev dashboards

STAKEHOLDERS & CHANGE MANAGEMENT

- Exec Committee level change management
- Teams merge or transformation
- Agencies & subcontractors coordination
- Training of Sales, Consultants and Bus Dev teams

INTEGRATED MARKETING & COMMS

- _ Marcom audit & planning
- Multi-channel campaigns management
- Corporate & product branding (new or rebrand)
- Media & analyst relations
- Telemarketing, events, social, content, web
- Collaterals management

TEAM LEADERSHIP

- CMO / Senior Marketing Manager
- Lead Marketing, Comms, Business Development, Market Intelligence teams at Accenture, Mondex, Corilus, PLDW
- Talent coaching & recruitment

INTERNATIONAL **EXPERIENCE**

- Worked for 10 years abroad
- Pan-European, EMEA and Global project management
- Marketing analysis, planning & implementation
- _ Brand migration strategy
- _ Collaterals production
- Training program and workshops

_ B2B

- Professional services
- Private banking
- Payment cards

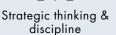
MULTI-SECTOR EXPERTISE

- Industrial
- _ Manufacturing
- _ Software
- IT

- _ eHealth
- FMCG
- Logistics

WHAT MAKES PHILIPPE UNIQUE







Goals, results and fast Business maturity & impact-driven



analysis



Fast capacity to adapt

& transform



Team & people motivator

PHIL@RUTTENS.COM