



"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, automatisisation tools and habits system.

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



27
LINKEDIN

26
YEARS
MARKETING
EXPERIENCE

18
COUNTRIES
COVERED

10
SECTORS
SERVED

8
YEARS IN
DIGITAL & BUS
DEV

4
TEAMS
TRANSFORMED

EXPERTISE & RESULTS

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

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

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

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

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 Inbound-outbound

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 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

CLIENTS & EMPLOYERS




















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

STAKEHOLDERS & CHANGE MANAGEMENT

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

TEAM LEADERSHIP

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

BUSINESS DEVELOPMENT

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

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

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

MULTI-SECTOR EXPERTISE

- | | | |
|-------------------------|-----------------|-------------|
| _ B2B | _ Industrial | _ eHealth |
| _ Professional services | _ Manufacturing | _ FMCG |
| _ Private banking | _ Software | _ Logistics |
| _ Payment cards | _ IT | |

WHAT MAKES PHILIPPE UNIQUE



Strategic thinking & discipline



Goals, results and fast impact-driven



Business maturity & analysis



Fast capacity to adapt & transform



Team & people motivator