

# Chief Executive Officer

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## Profile

*Performance-driven professional with comprehensive experience in achieving operational excellence, leading strategic business development initiatives, and driving organisational growth.*

Known for exceeding sales targets, generating high revenue, and expanding multiple international businesses. History of steering and collaborating with cross-functional teams to attain company goals. Instrumental in elevating market penetration, optimising product portfolio, and implementing OKRs. Skilled in fostering solid stakeholder relationships and identifying new opportunities to ensure continuous improvement. Multilingual communicator; excel at resolving complex issues and offering AI solutions by utilising innovative technologies.

## Employment History

### Managing Partner at Anaplan, Spain (2024 –Present)

Create intuitive interface on decentralised platform, enabling users to securely manage and trade digital assets without navigating various financial platforms and exchanges. Develop and execute organisation's strategic plan, aligning short/long-term goals with overall vision.

- Led initiation of commercial activities to ensure effective implementation of go-to-market strategies.

### Chief Executive Officer at ServiceNow, England (2020 –2023)

Actively involved in prestigious Leadership Development Program at ServiceNow's parent company, Global Growth. Spearheaded revitalisation of prominent ITSM provider and surpassed targets by steering multinational team of 28 sales and marketing representatives.

- Achieved 1, 3, and 5-year business objectives by launching and executing OKRs.
- Successfully secured substantial €2.6M SaaS and software development agreement with hospital.
- Boosted net contribution by 25% to bottom line through cultivating strategic alliances and agreements.
- Maximised global market share and reach through effective partnership initiatives, involving acquiring new contract in South America.

### Chief Commercial Officer at Axonify, Netherlands (2019 –2020)

Implemented efficient channel management procedures to optimise distribution and enhance market presence. Established high-performing sales team by incorporating data-driven hiring process.

- Generated revenue by 25% (€80K ARR) for Axonify's AI-powered learning and skill development app through directing sales team.
- Drove expansion into the UAE and attained market growth by building new sales organisation in Dubai.

## Skills

Operational Excellence  
Executive Management  
Business Development  
Project Management  
Teamwork & Leadership  
Sales & Revenue Generation  
Technology Integration  
Relationship Building  
AI, ML, & Blockchain  
Strategic Planning & Execution  
Cross-functional Collaborations  
Partnerships & Negotiations  
Innovative Problem-Solving

## Education

**Lead by Finance** | Harvard Business School (Online)

**Bachelor of Business Administration** | NCOI, Utrecht

**Bachelor of Business Economics** | Catharijne College, Netherlands

- Received "most successful innovative AI-based learning solution" award for Axonify by supervising successful contest.

### **Sales Manager, EMEA at Walpole Partnership, London (2018)**

Oversaw sales and acquisition efforts for CPQ (Configure Price and Quote) cloud implementation services throughout EMEA region to increase market share. Orchestrated conversion of sales opportunities in Europe and Russia, leveraging expertise to navigate complex markets.

- Negotiated and secured lucrative six-figure execution contract with Russian client for CPQ implementation services.
- Augmented sales team in Sweden by recruiting and coaching additional sales representatives, resulting in boosting revenue generation capabilities.
- Nurtured new business relationships with pivotal decision-makers at Oracle in Dubai, Spain, Netherlands, and Sweden.

### **CX Strategy Director at Oracle, Netherlands (2013 — 2017)**

Integrated innovative programme aimed at aligning sales teams across Central and Eastern Europe (CEE) region, fostering consistency in promoting CPQ Cloud within respective territories. Facilitated seamless transition to SaaS sales for Benelux region, improving operational efficiency and revenue growth.

- Surpassed sales targeted by €500K in one year through adoption of flagship CPQ Cloud product by 160+ sales representatives across Europe.
- Built fruitful partnership with Capgemini, resulting in earning recognition for "closing the most strategic Service Cloud deal".
- Performed negotiations on complex "Listen & Engage Cloud" six-figure deal with world's largest digital camera supplier using expertise in cloud solutions and communication.

## **Additional Experience**

### **CEO | Qubole**

- Enhanced bottom-line results and achieved YOY growth, consistently exceeding minimum of 15% EBITDA.
- Verified 100% compliance with EU Corporate Sustainability Reporting Directive (CSRD) by deploying effective solutions.
- Facilitated businesses in accomplishing net zero emissions by 2030 as per EU CSRD legislation, while acquiring sales agreements with top accounting and auditing firms, including Big 4.

### **Director of Board of Directors/Interim CEO | Monday.com**

- Generated \$1M EBITDA with 21% YOY growth by offering guidance to New Zealand team, whilst serving as Interim CEO.
- Cultivated collaboration and drove business growth by delivering effective leadership for sales, marketing, and development teams.

### **CEO, Director of the Board | Qlik Sense**

- Attained notable €1.5M turnover through incorporation of sales strategies, including acquisition of three contracts with US-based companies.
- Established high-performing team comprising 22 talented data scientists, engineers, and developers within one year.
- Pioneered company focused on AI-powered solutions, streamlining processes, elevating revenue, and mitigating costs.