

SALES & MARKETING PROFESSIONAL



60+

Sales colleagues supported with cyber enablement

3

European markets trained for HP Print

Sales Enablement Experience | B2B SaaS | Complex Solutions

J E R O E N D E R A A F

CONTACT

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FOCUS

- Sales and marketing execution
- Sales enablement and training
- Complex value messaging
- Commercial content and adoption
- Funnel and customer insight
- Cross-functional GTM alignment

EDUCATION

BBA - Small Business

Stenden University of Applied Sciences, Leeuwarden (1996 - 2000)

Erasmus Exchange

Business Economics, Fachhochschule Wuerzburg, Germany (1999 - 2000)

PROFILE

Sales and marketing professional with substantial sales enablement experience in B2B technology, cybersecurity and complex services. Delivered enablement training for HP Print teams across three European markets, supported a 60-person Aon sales organisation and built sales materials, partner communication and enablement initiatives at Guardey. Combines hands-on sales, consultative methodology, content development and international stakeholder management. Now looking to make sales enablement a central part of the role, close to Sales, Product and the field.

RELEVANCE FOR WOLTERS KLUPER

HP Print Europe

Delivered sales enablement training, live workshops and practical guidance for commercial teams in three European markets.

Aon Cyber Solutions

Supported approximately 60 sales colleagues with messaging, materials, proposition clarity and campaign follow-up guidance.

Guardey

Built sales materials, partner communication and enablement initiatives for a fast-growing B2B SaaS cybersecurity scale-up.

Commercial foundation

Brings account management, ABM, sales and marketing experience across commercial and enterprise buying environments.

CERTIFICATIONS

- NIMA A (1999 - 2000)
- CIPP/E (2026)

LEARNING

Guest lecturer, AI minor

Windesheim University of Applied Sciences

TOOLS

- Microsoft Office / PowerPoint
- CRM- and funnel-oriented sales processes
- AI-assisted content, workflow and insight tools
- Dashboard, KPI and reporting thinking
- Adobe Creative Suite

THEMES

- Sales productivity and readiness
- Value messaging and practical job aids
- Content structure and usability
- Field feedback and iteration
- European market experience

EXPERIENCE

2024 - Present | Almere

MANAGER SALES & MARKETING | RAVEN AI

- Develops commercial strategy, positioning and go-to-market messaging for an AI/SaaS healthcare solution that reduces administrative workload.
- Creates discovery structures, demo storylines, adoption materials and practical guidance for customer conversations.
- Translates AI, privacy, workflow and adoption themes into clear value for non-technical decision-makers.

2022 - 2024 | Rotterdam

MANAGER GROWTH & STRATEGY | GUARDEY

- Led sales-aligned marketing for a fast-growing B2B SaaS cybersecurity scale-up, managing a team of four professionals.
- Developed direct and partner enablement initiatives, proposition messaging, sales materials and practical conversation guidance.
- Turned technical propositions, customer needs and competitive pressure into clear, audience-specific value narratives.

2020 - 2022 | Rotterdam

MARKETING MANAGER CYBER SOLUTIONS | AON

- Owned marketing strategy, campaign development and sales enablement for cyber risk and cyber insurance propositions.
- Enabled a national sales organisation of approximately 60 people with messaging, materials, proposition clarity and follow-up guidance.
- Partnered with sales, account management and subject-matter experts to improve adoption, reporting and field execution.
- Contributed to 7% growth of the cyber insurance portfolio.

2018 - 2020 | Rotterdam

ACCOUNT BASED MARKETING MANAGER | AON

- Led implementation of Aon Netherlands' Account Based Marketing strategy for priority accounts.
- Coordinated five account managers, two marketers and one business analyst across planning, execution, reporting and follow-up.
- Used customer journeys, account signals and stakeholder input to improve targeting, engagement and next-step discipline.

2017 - 2018 | Amsterdam / Europe

LEAD GENERATION MANAGER | BOOMING / IO DIGITAL

- Managed the HP Print Europe lead generation programme and connected marketing activity with sales execution.
- Delivered sales enablement training, live workshops and practical guidance for teams in the UK, Denmark and Sweden.
- Led stakeholder interviews, journey mapping and funnel optimisation to connect buyer insight, field feedback and reporting signals.

CORE SKILLS

Sales enablement experience

Training development and delivery

Sales materials and content

Value and ROI messaging

Complex proposition storytelling

Consultative selling | SPIN

Commercial and enterprise cycles

ABM and buyer-journey insight

Stakeholder management

Continuous improvement

EXPERIENCE CONTINUED

2014 - 2017 | Amsterdam

CO-FOUNDER | **WORKSHOPLIVE / DIBITS**

- Developed online learning programmes and a digital platform focused on prevention, workload reduction and sustainable employability.
- Owned proposition development, learning content, platform development, user communication and day-to-day operations.

2009 - 2015 | Arnhem

ACCOUNT MANAGER | **VGZ / IZZ**

- Supported employers and stakeholders through consultative selling around prevention, workforce health and insurance-related services.
- Discussed healthcare usage, prevention and sustainable employability with diverse commercial and professional stakeholder groups.
- Built a strong foundation in needs analysis, stakeholder management and coaching-style customer conversations.

Feb 2009 - Sep 2009 | Arnhem

PROJECT MANAGER SALES | **GLAXOSMITHKLINE**

- Managed a short-term sales project for Avamys, a respiratory/allergy product for allergic rhinitis.
- Built account relationships and brand awareness among general practitioners and pharmacists through structured field conversations.

Jan 2008 - Sep 2009 | Groningen

CO-FOUNDER | **DIABETESMARKT.NL**

- Co-founded an e-commerce proposition for people with diabetes, selling test strips, lancets and glucose meters.
- Reached 1,500 returning customers within one year and sold the company to a pharmacy chain.

2002 - 2008 | Northern Netherlands

ACCOUNT MANAGER / REGIONAL MANAGER | **NYCOMED (NOW TAKEDA)**

- Owned sales development across a multi-product pharmaceutical portfolio, including Pantozol, Alvesco and Calcichew-D3.
- Managed and developed more than 150 healthcare accounts, including pharmacy owners, hospital pharmacists and general practitioners.
- Realised approximately 5% annual revenue growth through consultative selling, SPIN methodology, product presentations, events and field visits.