

# Maarten van Velsen (04-11-1975)

Hofdijklaan 37 1985GB – Driehuis (The Netherlands)

M: mail@demaart.com T: +31611363964

## Summary

Operations and Go To Market leader with a Pre-sales / Professional Services management and consulting background at a leading technology vendor.

More than 17 years of experience has allowed me to develop the following competencies:

- Building, management and development of multi-national teams including planning, hiring and all aspects of people management.
- Broad knowledge and understanding of technology, sales operations, business processes and tools.
- Expert user and deployment knowledge of sales productivity and reporting tools such as Salesforce.com and Tableau.
- Ability to assess effort and impact in different scenarios, even on incomplete information.
- Strong analytical skills; combining information sources and translating these into strategy and action.
- Fast thinking decision maker, happy in dynamic environments.
- Strong communicator on both commercial and technical aspects and to all levels within an organization.
- Experienced in creating and articulating a vision to enthuse sales, pre-sales and delivery teams.
- Capable of defusing and resolving complex situations.

## Professional Experience

### Director Business Development & Go To Market Strategy

12/2015 to Current

Responsible for the execution of key strategic programmes and initiatives designed to generate and assure revenue delivery across EMEA. This role was created by the EMEA SVP to ensure ownership and accountability.

Duties:

- EMEA owner of worldwide strategic initiatives and transformation programs.
- Driving cross functional planning, alignment and enablement in EMEA.
- Business consultancy towards business leaders and channel partners in the field.

Key accomplishments:

- Implemented and operated all aspects of a technology refresh program resulting in a \$100M quarterly run rate bookings.
- Developed and implemented a strategy framework supporting internal and channel leaders in planning their vertical solution business.
- Developed, implemented and operated a Salesforce.com driven tech refresh and upsell execution framework generating pipeline for our partners.



### **Sr. Manager Business Development & Go To Market**

**5/2014 to 12/2015**

Leading the business development/ alliance managers covering the Northern EMEA region (UK&I, Benelux, Nordics). Started this role alongside my Systems Engineering role.

#### Duties:

- Building and leading an international team of BDM's driving alliance solutions with Microsoft, Cisco and ISV partners.
- Market research and analysis (IDC, Gartner, Kable), and translating this into a strategic direction for the NEMEA business plan.
- Member of the NEMEA Leadership team driving projects on sales transformation and operational excellence.
- Transition of Systems Engineering duties and coaching of new regional SE managers.

#### Key accomplishments:

- Initiated and built the BDM and Alliance organization for the newly created NEMEA organization.
- Developed and implemented a sales execution framework for enterprise sales organization.
- Developed new sales and alliance solutions around hybrid cloud which are foundational to current business.



### **Sr. Manager Systems Engineering**

**5/2013 to 5/2015**

Responsible for all aspects of the pre-sales consultants team in Benelux and Nordics managing over 50 fte across the region. Member of the Northern EMEA management team reporting to VP of sales.



### **Sr. Technical and Operations Manager**

**5/2009 to 5/2013**

Leading the pre-sales and professional teams in the Benelux. Within the Benelux management team responsible for all operational matters including managing the inside sales team, escalations and business planning.



### **Professional Services Manager**

**2/2005 to 5/2009**

Managing all aspects of the professional services business in the Netherlands. Building \$4M+ professional services business growing the team from 5 to 20 members.



### **Project Manager**

**4/2001 to 2/2005**

Managing projects for @Home's 1 million broad band internet subscribers ranging from building and migration to a 1.5M mailbox email system to webhosting services for subscribers.



### **Technical Product Manager**

**10/2009 to 4/2001**

Technical and operational responsible product manager for shared and dedicated hosting services during startup phase at KPN Internetdiensten.

## **Education & Courses**

- Bachelor's degree, Taxation, 1994 – 1999 (HAN University of applied science, Arnhem)
- HAVO diploma 1989-1994 (Sint Ludger College, Doetinchem)
- Strategic Thinking (IMD)
- Crucial Conversations (Vitalsmarts.com)
- Managerial Leadership Program
- Facilitating Innovation
- Inside Out Coaching
- Power Speaking (powerspeaking.com)
- Executive Communicator Program
- Elite Consulting
- Engagement and Retention for Managers