

SALES & MARKETING PROFESSIONAL



60+

Sales colleagues supported with messaging and enablement

3

European markets trained for HP Print

EMEA Field Readiness | B2B SaaS | Workshops & Coaching

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

CONTACT

- Almere, The Netherlands
- +31 6 24 35 78 44
- jeroenderaaf@gmail.com
- Motivation page: lucid.jeroenderaaf.com
- Dutch native | English fluent | German good

FOCUS

- EMEA sales enablement
- Live and virtual workshops
- Field coaching and reinforcement
- Onboarding and seller readiness
- Value messaging and playbooks
- Data-informed improvement

EDUCATION

BBA - Small Business

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

Erasmus Exchange

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

PROFILE

Sales, marketing and enablement professional with 20+ years of B2B experience across SaaS, technology, cybersecurity, insurance and healthcare. Delivered live enablement training for HP Print teams across three European markets, supported a 60-person Aon sales organisation and built seller and partner guidance at Guardey. Combines hands-on sales, SPIN-based consultative methodology, workshop design, practical coaching and international stakeholder management. Turns complex propositions and field feedback into clear, usable learning experiences that strengthen seller confidence and execution.

RELEVANCE FOR LUCID

HP Print Europe

Delivered live sales enablement workshops and practical guidance for commercial teams in the UK, Denmark and Sweden.

Aon Cyber Solutions

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

Guardey

Built field-ready sales materials, partner communication and enablement initiatives in a fast-moving B2B SaaS scale-up.

Coaching mindset

Brings hands-on sales, team leadership, facilitation and learning-content experience to practical, field-close coaching.

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
- Performance, KPI and dashboard thinking
- Adobe Creative Suite

THEMES

- Seller readiness and ramp
- Workshops, practice and reinforcement
- Value messaging and job aids
- Field feedback and iteration
- EMEA 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 coaching 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, reporting and field feedback 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 performance signals.

CORE SKILLS

Regional sales enablement

Workshop design and facilitation

Coaching and reinforcement

Onboarding and field readiness

Sales playbooks and job aids

Consultative selling | SPIN

Value and competitive messaging

ABM and buyer-journey insight

Cross-functional partnership

Metrics and 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.