

B2B MARKETING ENABLEMENT

Account-Based Marketing | Demand Generation | Sales
Alignment



20+

Years in B2B sales and
marketing

7

Sales and marketing
colleagues coordinated in
ABM

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

CONTACT

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- Dutch native | English fluent |
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FOCUS

- 1:1, 1:few and scalable ABM
- Pipeline generation and
acceleration
- Sales and marketing alignment
- Digital campaigns and field
activation
- Events, content and follow-up
- KPI-driven optimisation

EDUCATION

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

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

PROFILE

B2B marketing and commercial professional with 20+ years of experience across technology, cybersecurity, insurance, healthcare and AI. Directly relevant experience includes leading Account-Based Marketing for priority accounts at Aon, coordinating sales, marketing and analytics around account plans, campaigns and follow-up. Combines hands-on campaign execution, lead generation, events, content and funnel thinking with the ability to turn complex propositions into clear value—also as a guest lecturer for Windesheim's AI Minor.

RELEVANCE FOR BACKBASE

Direct ABM ownership

Led Aon Netherlands' ABM approach for priority accounts, using account insight and tailored activation to increase relevance.

Sales-aligned pipeline

Connects account priorities, campaigns and disciplined follow-up so marketing activity supports commercial momentum.

Cross-channel execution

Experience across digital campaigns, content, partner marketing, workshops, events and customer-facing activation.

Complex B2B propositions

Turns AI, cybersecurity, risk and insurance topics into credible messaging for decision-makers and sales teams.

CERTIFICATIONS

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

ADDITIONAL ROLE

Guest Lecturer, AI Minor
Windesheim University of Applied
Sciences

TOOLS

- Microsoft Office / PowerPoint
- CRM- and funnel-oriented workflows
- Campaign reporting and dashboards
- AI-assisted content and workflow tools
- Adobe Creative Suite

THEMES

- Priority-account planning
- Audience segmentation
- Buyer journeys and account signals
- Demand generation and nurture
- Campaign measurement and learning

EXPERIENCE

2024 - Present | Almere

MANAGER SALES & MARKETING | [RAVEN AI](#)

- Develops commercial strategy, positioning and market activation for an AI solution that reduces administrative workload in healthcare.
- Owns proposition development, market validation, stakeholder conversations, content and sales execution.
- Translates AI, privacy, workflow and adoption into clear value stories and decision support for non-technical stakeholders.

2022 - 2024 | Rotterdam

MANAGER GROWTH & STRATEGY | [GUARDEY](#)

- Led sales-aligned growth marketing for a B2B cybersecurity SaaS scale-up, managing a team of four professionals.
- Drove lead generation, channel marketing, partner communication, proposition development and sales enablement.
- Helped deliver 300% year-on-year revenue growth by connecting audience insight, campaigns and commercial follow-up.

2020 - 2022 | Rotterdam

MARKETING MANAGER CYBER SOLUTIONS | [AON](#)

- Owned marketing strategy, campaign development and sales enablement for cyber risk and cyberinsurance propositions.
- Supported a national sales organisation of approximately 60 people with messaging, materials and campaign follow-up.
- Partnered with sales, account management and subject-matter experts, contributing to 7% portfolio growth.

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 account plans, campaigns and follow-up.
- Used buyer-journey insight, account signals and stakeholder input to improve targeting, engagement and pipeline focus.

2017 - 2018 | Amsterdam / Europe

LEAD GENERATION MANAGER | [BOOMING / IO DIGITAL](#)

- Managed the HP Print Europe lead-generation programme, connecting campaign activity with sales execution.
- Delivered workshops and sales-enablement training in the United Kingdom, Denmark and Sweden.
- Led stakeholder interviews, journey mapping and funnel optimisation to improve acquisition and follow-up.

CORE SKILLS

Account-Based Marketing

Field and regional marketing

Demand and lead generation

Account segmentation

Integrated campaign execution

Sales and marketing alignment

Events and workshops

Content and value messaging

Funnel and KPI analysis

Cross-functional project leadership

EXPERIENCE CONTINUED

2014 - 2017 | Amsterdam

CO-FOUNDER | [WORKSHOPLIVE](#) / [DIBITS](#)

- Developed online training programmes and a digital platform around prevention, workload reduction and sustainable employability.
- Owned proposition development, content direction, platform development, stakeholder alignment and day-to-day operations.

2009 - 2015 | Arnhem

ACCOUNT MANAGER | [VGZ](#) / [IZZ](#)

- Managed employer and healthcare-sector relationships for the IZZ health-insurance brand, focused on prevention and customer value.
- Used consultative selling to align stakeholders around workforce health, sustainable employability and insurance-related services.

Feb 2009 - Sep 2009 | Arnhem

PROJECT MANAGER SALES | [GLAXOSMITHKLINE](#)

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

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 business to a pharmacy chain.

2002 - 2008 | Northern Netherlands

ACCOUNT MANAGER / REGIONAL MANAGER | [NYCOMED](#) (NOW [TAKEDA](#))

- Managed sales development across a pharmaceutical portfolio and more than 150 healthcare accounts.
- Delivered approximately 5% annual revenue growth through consultative selling, product presentations, events and field visits.