

# SALES & MARKETING PROFESSIONAL



60+

Sales colleagues supported with cyber enablement

3

European markets trained for HP Print

Sales Enablement Experience | B2B SaaS | Technical GTM

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

## CONTACT

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- Dutch native | English fluent | German good

## FOCUS

- Sales and marketing execution
- Sales enablement and training
- Technical value and ROI messaging
- Training, reinforcement and adoption
- Commercial and enterprise sales
- 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 DASH0

### 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)

## TECH CONTEXT

- B2B SaaS and AI
- Cybersecurity and privacy
- Complex technical propositions
- Fast-learning domain approach

## TOOLS

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

## THEMES

- Sales productivity and readiness
- Learning goals and reinforcement
- Value messaging and job aids
- Content structure and usability
- Field feedback and iteration

## EXPERIENCE

2024 - Present | Almere

### MANAGER SALES & MARKETING | RAVEN AI

- Develops commercial strategy, positioning and field-ready 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 and managed 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 turn complex risk themes into sales-ready content.
- 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 account planning, campaigns and follow-up.
- Used buyer-journey insight, account signals and field feedback to improve relevance and next-step discipline in complex buying cycles.

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 United Kingdom, Denmark and Sweden.
- Led stakeholder interviews, journey mapping and funnel optimisation to connect buyer insight, field feedback and commercial execution.

## CORE SKILLS

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Sales enablement experience

Training development and delivery

Sales materials and content

Value and ROI messaging

Technical storytelling

Competitive positioning

Consultative selling | SPIN | BANT

Commercial and enterprise cycles

ABM and buyer-journey insight

Stakeholder management

Continuous improvement

## EXPERIENCE CONTINUED

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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, learning content, platform development, stakeholder alignment 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.
- Translated complex service propositions into relevant conversations for buyers, users and other stakeholders.
- Built a strong foundation in discovery, stakeholder management and customer-centred commercial conversations.

Feb 2009 - Sep 2009 | Arnhem

### PROJECT MANAGER SALES | **GLAXOSMITHKLINE**

- Managed a short-term sales project for Avamys, a respiratory and allergy product.
- 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 testing supplies 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 regional sales development across a multi-product pharmaceutical portfolio.
- Managed and developed more than 150 healthcare accounts, including pharmacy owners, hospital pharmacists and general practitioners.
- Delivered approximately 5% annual revenue growth using consultative selling, SPIN methodology, product presentations, events and field visits.