

PHIL RUTTENS

FRACTIONAL CMO / CONSULTANT

Embedded senior commercial leadership for defined B2B mandates

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PROFILE

Fractional CMO and senior commercial leader for B2B organisations that need experienced ownership without an immediate full-time hire. I work alongside leadership and the existing team to clarify priorities, strengthen the commercial rhythm and connect positioning, demand generation and RevOps to measurable pipeline.

SELECTED EVIDENCE

EUR8m+ pipeline across 5+ organisations | 2-3x efficiency in 9-12 months | 25+ years | French, Dutch and English

CORE EXPERTISE

Fractional leadership | Commercial strategy | GTM and positioning | Demand generation | RevOps | CRM and dashboards | Team coaching | Multi-country programmes

EXPERIENCE

Fractional CMO / Revenue Leader

RUTTENS+

Antwerp | Sep 2016 - Present

- Led B2B commercial programmes across positioning, demand generation, RevOps, sales enablement and KPI reporting.
- Built ICP, segmentation and buyer-journey programmes, including ABM operations across Salesforce and HubSpot with ROI dashboards.
- Tracked and reported EUR8m+ pipeline across 5+ organisations; recorded 2-3x efficiency gains within 9-12 months.

Chief Marketing Officer

Tyk (Cloud/SaaS)

London (remote) | Feb 2022 - Aug 2025

- Owned a GBP6m+ budget and P&L, set KPI frameworks and reported pipeline-linked dashboards to the board.
- Scaled the marketing team from 10 to 20 and delivered AI-augmented workflows that reduced time-to-market by about 40%.

Senior / Marketing & Comms Manager (BeLux)

Accenture

Brussels | Nov 2011 - Sep 2016

- Led the BeLux marketing function across industry groups, multi-channel delivery, budgets and ROI for four growth platforms.

Lead Generation & Online Marketing Manager, Europe

Iron Mountain

Brussels / London | Mar 2010 - Oct 2011

- Ran European data-led demand generation across 19 countries and supported a marketing-automation rollout.

EARLIER EXPERIENCE

House of Marketing (management team); Cap Gemini E&Y; Mondex MasterCard (Market Intelligence); Accenture/Andersen (EMEA Competitive Intelligence); World Courier/AmerisourceBergen (pharma demand generation across 10+ countries).

EDUCATION AND LANGUAGES

MSc International Marketing - University of Strathclyde, Glasgow | BSc/MSc Economics & IT - Universite de Namur

French (native) | Dutch (professional working) | English (full professional).