

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.

• Selected work: EREA (agency selection); AYA Energy (13-week GTM programme); cleverbridge (martech selection and ABM build); Wayfina (current client).

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)