

PHIL RUTTENS

HEAD OF MARKETING / GTM LEAD

B2B demand generation, marketing operations and go-to-market leadership
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PROFILE

B2B marketing and GTM leader with 25+ years connecting positioning, demand generation, marketing operations and sales enablement. I build practical operating rhythms, use CRM evidence to focus the work and help teams turn commercial activity into measurable pipeline across multi-country environments.

SELECTED EVIDENCE

19 countries European demand-generation remit at Iron Mountain	20%+ quarterly MQL/SQL growth at Tyk	EUR8m+ pipeline tracked across 5+ organisations	~40% faster time-to-market via AI workflows at Tyk
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CORE EXPERTISE

GTM leadership | Demand generation | Marketing operations | Salesforce and HubSpot | ICP and segmentation | Sales enablement | Attribution and dashboards | AI-augmented workflows

EXPERIENCE

Chief Marketing Officer Tyk (Cloud/SaaS)
London (remote) | Feb 2022 - Aug 2025

- Owned a GBP6m+ budget and P&L; set the KPI framework and built investor-ready dashboards linking activity to pipeline.
- Led marketing through scale-up growth, including 20%+ quarterly MQL/SQL growth and expansion of the team from 10 to 20.
- Delivered AI-augmented content, lead-scoring and campaign workflows that reduced time-to-market by about 40%.

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.

Senior / Marketing & Comms Manager (BeLux) Accenture
Brussels | Nov 2011 - Sep 2016

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

Lead Generation & Online Marketing Manager, Europe Iron Mountain
Brussels / London | Mar 2010 - Oct 2011

- Led data-led demand generation across 19 countries, including SEO, SEA, email, telemarketing and 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).