PHIL RUTTENS

HEAD OF MARKETING / MARKETING DIRECTOR / CMO

B2B marketing leadership for technical companies

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PROFILE

B2B marketing leader combining demand generation, team leadership, budget ownership and board reporting. Former CMO at Tyk, with experience in software, energy and international services. I connect positioning, campaigns and sales follow-up. Seeking permanent marketing leadership in Belgium or the reachable Netherlands.

SELECTED EXPERIENCE

- Tyk: £6m+ annual marketing budget/P&L; marketing team expanded from 10 to 20.
- Tyk: 20%+ quarterly MQL/SQL growth; £7m+ reported pipeline.

CORE EXPERTISE

Marketing leadership | Demand generation | Positioning | Team development | Budget planning | Board reporting | Marketing operations | Salesforce and HubSpot

EXPERIENCE

Marketing Leadership & Consulting — RUTTENS+

Antwerp | Sep 2016 - Present

- **AYA Energy — Strategy & sales enablement:** Designed and coordinated a 13-week programme with a seven-person team; delivered buyer profiles, messaging, seven competitor battlecards, sales and marketing playbooks, proposal/ROI templates and training to give the team a shared commercial approach.
- **AYA Energy — Systems, campaigns & handover:** Coordinated HubSpot/Apollo setup, sales stages and dashboards; produced seven sector lists, account targeting, LinkedIn/email and website/SEO copy, webinar campaigns and an installer-partner brief; documented ownership and handover for continuity.
- **EREA Energy Engineering — Agency selection:** Built a scorecard with six weighted criteria for three shortlisted agencies, providing leadership with a structured comparison to support the selection decision.
- **cleverbridge — Account-based marketing:** Built ABM operations, selected marketing technology and agencies, and integrated Salesforce/HubSpot reporting with sales teams to provide shared account targeting and funnel visibility.
- **World Courier — Global demand generation:** Developed campaign and channel plans, coordinated regional marketing specialists and coached the team, supporting a shared approach to demand generation across markets.

Chief Marketing Officer Tyk (Cloud/SaaS)

London (remote) | Feb 2022 - Aug 2025

• **Budget & accountability:** Owned a £6m+ annual marketing budget/P&L, set the KPI framework and reported marketing performance and pipeline to the board.

• **Team & pipeline:** Grew the marketing team from 10 to 20; achieved 20%+ quarterly growth in marketing- and sales-qualified leads (MQLs/SQLs) and reported £7m+ in pipeline.

• **Delivery:** Introduced AI-assisted content, lead-scoring and campaign workflows, with an estimated 40% reduction in time-to-market.

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 — 1996–2010

• **The House of Marketing** (Jul 2007–Mar 2010): Led marketing, communications and knowledge sharing as a management-team member, supporting consultants and sales.

• **RUTTENS+ — Freelance consulting** (Mar 2001–May 2007): Delivered market research, marketing communications and sales-information tools for consulting and technology clients.

• **Cap Gemini Ernst & Young** (Oct 1999–Oct 2000): Built knowledge tools and training to support European account teams, proposals and client engagements.

• **Mondex MasterCard International** (Jan 1998–Aug 1999): Led market intelligence and information services, providing research and decision support to senior management.

• **Accenture/Andersen** (Jan 1996–Jan 1998): Established European competitor intelligence and managed analyst relations to inform strategy and sales.

EDUCATION AND LANGUAGES

• MSc International Marketing — University of Strathclyde, Glasgow

• BSc Economics; MSc IT / Computer Science — Université de Namur

• French (native)

• Dutch (professional working)

• English (full professional)