

PHIL RUTTENS

VP MARKETING / CMO

Senior B2B marketing and commercial leadership
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PROFILE

Senior B2B marketing leader with 25+ years across enterprise, SaaS and complex B2B environments. I lead marketing as a commercial function: clear priorities, accountable teams, measurable pipeline and board-ready reporting. Most recently CMO at Tyk, with a record of building functions, connecting activity to pipeline and using AI-augmented workflows to improve delivery speed.

SELECTED EVIDENCE

GBP6m+ budget and P&L ownership at Tyk	20%+ quarterly MQL/SQL growth at Tyk	10 to 20 Tyk team growth	~40% faster time-to-market via AI workflows at Tyk
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CORE EXPERTISE

Marketing leadership | Board and investor reporting | KPI frameworks | Demand generation | Positioning | Team building | AI-augmented operations

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).