

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

CORE EXPERTISE

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

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 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%.

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)