



Philippe (Phil) Ruttens

Fractional CMO | B2B Revenue Marketing Consultant | Interim GTM Leader

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Profile

Fractional CMO and B2B revenue marketing consultant. 25+ years helping scale-ups and mid-market companies build marketing engines that generate predictable, measurable pipeline.

Not a slide-deck advisor. I embed with your team, diagnose GTM bottlenecks, and execute alongside you until results are self-sustaining. Typical impact: 2-3x pipeline efficiency within 9-12 months.

No-nonsense operator who energises teams and accelerates change. I bring AI-augmented marketing operations (RUTTENS+ System / RETaaS) to deliver C-level thinking at execution speed, without the overhead of a permanent hire.

Corporate-grade credentials (Accenture, Iron Mountain, EY) with scale-up agility (Tyk, Mollie, cleverbridge, World Courier). 12+ fractional engagements delivered. Available 2-4 days/week.

"Phil transforms marketing organisations into revenue machines. One of the most data-driven leaders I have worked with."

- Sales VP, B2B SaaS

"He embedded seamlessly within the first week and diagnosed our pipeline issues faster than anyone. Working plan before most consultants finish discovery."

- Founder, Fintech client

How I Deliver Results

1

Revenue-First GTM Diagnosis

Audit ICP, positioning, pipeline metrics, and sales-marketing alignment. Identify highest-impact levers within 2 weeks.

2

Demand Engine Build

Design and execute ABM, multi-channel campaigns, lead scoring, nurture workflows, and attribution frameworks. Working systems, not decks.

3

AI-Augmented Ops (RUTTENS+ / RETaaS)

Integrate AI into your MarTech stack to accelerate content, automate reporting, improve lead quality, and reduce CAC. Tested across 5+ clients.

4

Team Coaching & Transfer

Upskill your marketing team so results continue after I leave. Revenue mindset, MarTech adoption, data-driven decision-making.

5

Board-Ready Reporting

Investor-ready dashboards that translate marketing activity into language boards and sales leadership trust.

The RUTTENS+ System

RETaaS (Revenue Engine & Team as a Service) installs and runs your B2B Revenue Marketing Engine on subscription. Strategy, pipeline, CRM, content, and outreach. You get consistent pipeline without hiring a full team.

Three problems I solve: (1) Pipeline is dry or too thin. (2) Revenue velocity is blocked. (3) No execution engine behind your marketing activities.

Selected Client Engagements

CMO (Contract) - Tyk (API Management, Cloud/SaaS)

London, UK (Remote) | Feb 2022 - Aug 2025

- Full-time embedded contract CMO for Series B scale-up. GBP 6m+ budget, reporting to CEO.
- Scaled team 10 to 20. Restructured to revenue/GTM centricity. 20%+ quarterly MQL/SQL growth.
- Built global demand gen, ABM, MarOps from scratch across EMEA, NA, APAC.
- Deployed AI-enhanced workflows: content, lead scoring, campaigns. ~40% faster time-to-market.

Head of Demand Management (Contract) - cleverbridge (SaaS/eCommerce)

Cologne, Germany (Remote) | Jun 2020 - Jan 2022

- Built ABM program from zero: target accounts, personalised outreach, sales-BDR integration.
- Managed digital performance channels, agency coordination. Established ROI dashboards connecting spend to pipeline.
- Measurable lift in pipeline quality and lead-to-opportunity conversion rates.

Global Demand Gen Director (Contract) - World Courier / AmerisourceBergen

Global (Remote) | Sep 2018 - Feb 2020

- Directed demand gen campaigns across 10+ countries. Transformed marketing into Revenue Centre of Excellence.
- Recruited and coached regional field marketing specialists. Built first-ever marketing attribution and pipeline reporting.

Interim Marketing Ops - Mollie (Fintech/Payments)

Amsterdam (Remote) | Mar - May 2020

- Rapid 3-month sprint: search marketing setup, ROI dashboards, lead gen for international expansion.
- Left team with operational playbooks and self-sustaining workflows.

Recent Engagements (2025-2026)

- **B2B Services Scale-up** (Belgium): GTM audit, ICP workshops, pipeline diagnostics, and fractional CMO advisory to accelerate European growth.
- **Fintech Platform** (Europe): Demand generation architecture and go-to-market repositioning for new market segments.
- **SaaS / Digital Services** (Benelux): Revenue marketing strategy, buyer journey redesign, and marketing-sales alignment sprint.
- All engagements delivered using AI-augmented RUTTENS+ methodology for faster execution and measurable outcomes.

Corporate Foundation

- **Accenture** (2011-16): Senior Manager, Marketing and Comms BeLux. Full marketing function, media, PR, 4 growth platforms.
- **Iron Mountain** (2010-11): European demand gen across 19 countries. SEO, SEA, email, telemarketing. Mid-market focus.
- **House of Marketing** (2007-10): Marketing Manager, management team. 10 countries, 19 websites.
- **Earlier** (1992-2007): Cap Gemini E&Y, Mondex MasterCard (EUR 100k savings), Accenture CI (500+ clients), Marcom for 3M, DHL, AT&T.

Key Results

20%+

Quarterly MQL/SQL growth across multiple B2B SaaS/fintech clients via ABM, attribution, and buyer journey optimisation.

EUR 8m+

Pipeline contribution tracked across 5+ scale-ups since 2020.

2-3x

Pipeline efficiency improvement within 9-12 months. Consistently delivered across fractional, interim, and advisory roles.

12+

Fractional engagements completed for B2B scale-ups and mid-market companies across SaaS, fintech, energy, and services.

~40%

Faster campaign time-to-market through AI-enhanced workflows deployed at Tyk and subsequent clients.

"CMO to Watch 2025" (CMO Alliance). Most Engaged Marketer Belgium 2015.

45+ LinkedIn recommendations from executives, peers, reports, and clients over 20 years.

Core Skills & Tools

Fractional/Interim CMO Leadership	GTM Strategy & Execution
Demand Generation & ABM	Revenue Operations (RevOps)
ICP, Segmentation, Buyer Journey	Sales Enablement & Alignment
CAC/LTV, Attribution, ROI Reporting	AI-Augmented Marketing (RETaaS)
HubSpot, Salesforce, Eloqua, GA	SEO/SEM, Paid Social, Email, Content
Team Transformation & Coaching	Multi-Country Campaigns (19+ markets)

Education & Languages

MSc International Marketing - University of Strathclyde, Glasgow (1990-91)
BSc/MSc Economics and IT - Universite de Namur, Belgium (1985-90)
French (Native) English (Full Professional) Dutch (Professional Working)
Revenue Marketing Alliance Ambassador (2023-24) Pavilion Executive EMEA (2021-22)

Let's Talk

Engagement Model

FRACTIONAL CMO**2-4 days/week****3-12 months****GTM SPRINT****Intensive****4-8 weeks****STRATEGIC ADVISORY****Ongoing****Flexible****EMAIL****pruttens@gmail.com****PHONE****+32 478 916 192****LINKEDIN****linkedin.com/in/ruttens****WEBSITE****ruttens.com**

Phil Ruttens · April 2026 · Fractional CMO / B2B Revenue Marketing Consultant