



Philippe (Phil) Ruttens

Head of Marketing | VP Growth | GTM Revenue Leader

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Profile

B2B revenue marketing leader. 25+ years turning marketing into a measurable growth engine for scale-ups, mid-market, and enterprise across SaaS, fintech, eCommerce, and services in Europe/UK.

Hands-on operator, not just a strategist. I diagnose pipeline bottlenecks, build demand systems, and deliver 2-3x pipeline efficiency within 9-12 months. Proven across three economic downturns.

Dynamic change-maker who energises teams and breaks silos. Combines no-nonsense execution with AI-augmented marketing operations to deliver senior-level results at startup speed.

Track record at high-growth scale-ups (Tyk, Mollie, cleverbridge) and blue-chip corporates (Accenture, Iron Mountain, EY/Cap Gemini). Equally effective at board level and in the campaign trenches.

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

- Sales VP, B2B SaaS

"Strategic vision combined with hands-on execution. A rare find in marketing leadership."

- Former team member, Tyk

Professional Experience

Chief Marketing Officer (CMO) - Tyk (API Management, Cloud/SaaS)

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

- Owned full marketing P&L reporting to CEO. Managed GBP 6m+ budget and drove inbound ROI transformation for this Series B scale-up.
- Scaled team from 10 to 20, restructured from brand-awareness to revenue/GTM centricity. Pipeline KPIs tied directly to board reporting.
- Built global demand gen, ABM, and MarOps programs from scratch. Grew SQLs and qualified deals monthly across EMEA, NA, and APAC.
- Introduced AI-enhanced workflows for content, lead scoring, and campaigns. Cut campaign time-to-market by ~40%.
- Aligned C-suite, investors, and sales around shared pipeline metrics and attribution models. Achieved 20%+ quarterly MQL/SQL growth.

Fractional CMO / B2B Revenue Consultant - ruttens.com

Antwerp, Belgium | Sep 2016 - Present (alongside permanent roles)

- Delivered GTM roadmaps for 12+ B2B scale-ups and mid-market firms. Grew qualified pipelines 20%+ within 6-12 months per client.
- **cleverbridge** (SaaS, Cologne, Jun 2020-Jan 2022): Built ABM from zero, integrated sales-BDR workflows, established ROI dashboards. Measurable lift in pipeline quality and lead-to-opp conversion.
- **World Courier/AmerisourceBergen** (Pharma, Sep 2018-Feb 2020): Directed demand gen across 10+ countries. Transformed marketing into Revenue Centre of Excellence. Recruited and coached field specialists.
- **Mollie** (Fintech, Amsterdam, Mar-May 2020): Rapid marketing ops setup during international expansion. Search marketing, ROI dashboards, lead gen for new markets. Delivered in 3-month sprint.
- Built revenue dashboards tied to EUR 8m+ pipeline across 5+ scale-ups since 2020.

Senior Manager / Marketing and Comms Manager (BeLux) - Accenture

Brussels, Belgium | Nov 2011 - Sep 2016

- Led full marketing function for Belgium and Luxembourg: branding, digital, PR, media, events, recruitment marketing across all industry groups.

- Media Relations and Social Media Lead for BeLux. 4+ years of strategy, execution, and stakeholder management.
- Drove field marketing for four growth platforms (Strategy, Technology, Operations, Digital). Managed campaign execution, budgets, and ROI.

Lead Gen, Telemarketing and Online Marketing Manager (Europe) - Iron Mountain

Brussels and London | Mar 2010 - Oct 2011

- Pan-European demand gen across 19 countries: SEO, SEA, social, email, telemarketing. Focused on mid-market pipeline contribution.
- Delivered targeted, segmented campaigns improving marketing-sourced lead volume and conversion rates across the mid-size segment.

Earlier Career (1992-2010)

The House of Marketing | Cap Gemini Ernst and Young | Mondex MasterCard | Accenture/Andersen Consulting

- **House of Marketing** (2007-2010): Marketing and Knowledge Manager on management team. Multi-country campaigns across 10 countries/19 websites.
- **Cap Gemini E&Y** (1999-2000): Europe-wide KM program. **Mondex MasterCard** (1998-99): Market Intelligence Manager, EUR 100k cost savings.
- **Accenture** (1996-98): EMEA Competitive Intelligence, 500+ clients. **Marcom Consultant** (1992-96): 3M, Europay, DHL, AT&T, Colgate Palmolive.

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 and reported to boards across 5+ organisations since 2020.

2-3x

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

~40%

Faster campaign time-to-market through AI-enhanced workflows for content, lead scoring, and campaign execution at Tyk.

**10 to
20**

Scaled marketing team at Tyk while restructuring from brand-awareness to revenue/GTM centricity.

**GBP
6m+**

Full P&L ownership as CMO at Tyk. Investor-ready dashboards, pipeline reporting, board-aligned marketing metrics.

Awarded "CMO to Watch 2025" (CMO Alliance) for revenue-first marketing innovation.

Most Engaged Marketer Belgium 2015. 45+ LinkedIn recommendations spanning 20 years.

My 90-Day Plan

How I assess, stabilise and scale marketing in my first 90 days for B2B companies in growth, transition or scale-up mode.

DAYS 1-30

Diagnose & Stabilise

WHAT I ASSESS

- Business goals, revenue targets, growth priorities
- ICP clarity, messaging, funnel health
- Channel performance: what converts, what burns budget
- Data & tooling: CRM, attribution, analytics gaps
- Team skills, ownership, bottlenecks

WHAT I DO IMMEDIATELY

- Full GTM and funnel audit
- Align with Sales and Leadership on success metrics
- Kill or pause low-ROI activities
- Clarify reporting: what we track, how often, and why

Outcome: *Leadership gets a clear view of what's broken, what matters, and what to ignore.*

DAYS 31-60

Fix, Focus & Execute

WHAT I PRIORITISE

- One core growth motion
- Messaging consistency across top touchpoints
- Marketing-Sales alignment on lead quality and handover
- Operational discipline: cadence, ownership, deadlines

WHAT I IMPLEMENT

- Refined positioning and key narratives
- Channel optimisation based on data
- Lifecycle improvements: email, nurture, conversion
- Simple but effective reporting dashboards

Outcome: *Early performance improvements. Team aligned around execution, not noise.*

DAYS 61-90

Scale What Works

WHAT I SCALE

- Proven channels and messages
- Automations that reduce dependency on individuals
- Content and campaigns tied to business outcomes

WHAT I FORMALISE

- 6-12 month marketing roadmap
- Budget allocation based on performance
- Clear decision rights: what marketing owns vs supports
- KPIs tied to revenue and pipeline

Outcome: *Scalable marketing systems, predictable execution rhythm, leadership confidence in marketing as a growth function.*

I STOP

Vanity metrics. Scattered initiatives.
Marketing done "because we
always have."

I FIX

Messaging gaps. Funnel leaks.
Poor reporting. Unclear
accountability.

I DOUBLE DOWN

What drives pipeline. Cross-team
alignment. Repeatable, sustainable
growth.

Core Skills & Tools

GTM Strategy & Execution	Demand Generation & Pipeline Growth
Account-Based Marketing (ABM)	Revenue Operations (RevOps)
ICP, Segmentation, Buyer Journey	Sales Enablement & Alignment
CAC/LTV Optimisation, ROI Reporting	Team Building & Transformation
HubSpot, Salesforce, Eloqua, GA	SEO/SEM, Paid Social, Email, Content
AI-Augmented Marketing Operations	Multi-Country Campaign Management

Education

MSc International Marketing - University of Strathclyde, Glasgow (1990-1991)
BSc/MSc Economics and IT - Universite de Namur, Belgium (1985-1990)

Languages & Affiliations

French (Native) English (Full Professional) Dutch (Professional Working)
Revenue Marketing Alliance Ambassador (2023-24) Pavilion Executive Member EMEA (2021-22)

Get in Touch

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LOCATION

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AVAILABILITY

Permanent / Hybrid / Remote

Phil Ruttens · April 2026 · Head of Marketing / VP Growth / GTM