



Philippe (Phil) Ruttens

VP Marketing | CMO | B2B Marketing Performance Leader

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Profile

B2B marketing leader with 25+ years building, scaling, and transforming marketing teams into high-performing revenue engines across SaaS, fintech, eCommerce, and professional services in Europe and the UK.

Hands-on CMO who leads from the front. I build marketing organisations that are data-driven, pipeline-accountable, and commercially aligned. Not a theorist, a proven operator who delivers ROI.

Dynamic, energising leader who breaks silos between marketing, sales, and finance. Known for no-nonsense transformation: embedding AI-augmented workflows, performance culture, and measurable KPIs into every team I lead.

Equally effective building from scratch in scale-ups (Tyk, Mollie, cleverbridge) and optimising at enterprise scale (Accenture, Iron Mountain). Available for permanent, interim, or fractional CMO/VP roles.

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

- Sales VP, B2B SaaS

"A fantastic leader who inspires his team to achieve their best. Strategic vision with hands-on execution."

- Former team member, Tyk

Professional Experience

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

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

- Hired as CMO to transform marketing from brand-awareness to revenue-accountable function. Full P&L ownership, GBP 6m+ budget, reporting to CEO.
- Built, scaled, and led a 10-to-20 person marketing team across content, demand gen, product marketing, design, and MarOps. Instilled performance culture tied to pipeline KPIs.
- Achieved 20%+ quarterly MQL/SQL growth through cross-channel attribution, ABM, buyer journey optimisation, and data-driven campaign management.
- Deployed AI-enhanced workflows for content production, lead scoring, and campaign execution. Reduced campaign time-to-market by ~40%.
- Built investor-ready revenue dashboards and pipeline reporting. Aligned C-suite, board, and sales around shared marketing performance metrics.
- Established global demand gen and ABM programs from scratch across EMEA, NA, and APAC.

B2B Marketing Consultant / Fractional CMO - ruttens.com

Antwerp, Belgium | Sep 2016 - Present

- Led marketing performance transformations for 12+ B2B scale-ups and mid-market firms. Grew qualified pipelines 20%+ within 6-12 months per engagement.
- **cleverbridge** (SaaS, Cologne, Jun 2020-Jan 2022): Built ABM from zero. Integrated sales-BDR workflows. Established ROI dashboards connecting marketing spend to pipeline. Measurable lift in lead-to-opp conversion.
- **World Courier/AmerisourceBergen** (Pharma, Sep 2018-Feb 2020): Directed marketing across 10+ countries. Transformed team into Revenue Centre of Excellence. Recruited, coached, and led field marketing specialists.
- **Mollie** (Fintech, Amsterdam, Mar-May 2020): Led marketing ops transformation during rapid growth phase. Built search marketing, ROI dashboards, and lead gen for international expansion.
- Consistently delivered EUR 8m+ in tracked pipeline contribution across 5+ scale-ups since 2020.

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

Brussels, Belgium | Nov 2011 - Sep 2016

- Led Accenture's full marketing function for Belgium and Luxembourg: team management, branding, digital, PR, media, events, recruitment marketing, internal comms.

- Media Relations and Social Media Lead for BeLux. 4+ years driving thought leadership, stakeholder engagement, and brand positioning.
- Managed marketing performance across four growth platforms (Strategy, Technology, Operations, Digital). Budget ownership, campaign ROI, and people management.

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

Brussels and London | Mar 2010 - Oct 2011

- Owned European demand generation across 19 countries: SEO, SEA, social, email, telemarketing. Built standardised performance reporting across markets.
- Delivered targeted B2B campaigns for mid-market segment. Improved marketing-sourced lead volume and conversion rates through data-driven channel optimisation.

Earlier Career (1992-2010)

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

- **House of Marketing** (2007-10): Marketing Manager on management team. Multi-country campaigns across 10 countries/19 websites. Brand, persona, and channel strategy.
- **Cap Gemini E&Y** (1999-2000): Europe-wide knowledge management 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 delivered consistently across B2B SaaS, fintech, and services clients.

**EUR
8m+**

Pipeline contribution tracked and reported to boards across 5+ organisations since 2020.

2-3x

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

5 to 20

Built and led marketing teams across multiple organisations, embedding performance culture and AI-augmented operations.

~40%

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

**GBP
6m+**

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

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

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

Core Skills & Tools

B2B Marketing Team Leadership

Marketing Performance & ROI

Pipeline Generation & Acceleration

Marketing Analytics & Dashboards

Account-Based Marketing (ABM)

Revenue Operations (RevOps)

ICP, Segmentation, Buyer Journey

Sales Enablement & Alignment

CAC/LTV Optimisation, Attribution

AI-Augmented Marketing Operations

HubSpot, Salesforce, Eloqua, GA

SEO/SEM, Paid Social, Email, Content

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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WEBSITE

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LOCATION

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AVAILABILITY

Permanent / Interim / Fractional

Phil Ruttens · April 2026 · VP Marketing / CMO