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PROFILE

Senior B2B marketer combining a creative advertising background with enterprise technology, AI software, industrial markets, logistics. Specialized in positioning, go-to-market, demand generation and translating complex products into compelling commercial narratives. Experience building marketing functions, leading international programs and connecting brand strategy with pipeline growth. Equally comfortable developing the strategy and getting the work done.

SELECTED HIGHLIGHTS

- From 0 to 1: Built the marketing function from scratch at a (narrow) AI startup before ChatGPT
- Led regional marketing across 30+ countries for a global industrial technology leader (Nordics, EMEA)
- Delivered demand generation resulting in 800+ leads and €1.3M in marketing-sourced and influenced revenue
- Authored the award-winning customer success story recognized as "Project of the Year"
- Headhunted to lead an entire specialist creative division and four direct reports after eight years in advertising

CAREER SUMMARY

Brand Manager · 2026

Companion.energy, B2B energy flexibility management for industrial sites – Ghent

- Developed brand positioning and content narratives, translating complex energy concepts and electricity market dynamics into accessible commercial messaging
- Redesigned the marketing workspace in Notion, centralizing initiatives and deliverables into interconnected databases to streamline planning, ownership and execution
- Built automations and custom Claude skills to coordinate content workflows and publishing calendars across 10+ contributors and the company channel

Go-To-Market Manager – UK & Benelux · 2025 – 2026

Landmark Global, cross-border e-commerce logistics solutions provider (bpostgroup) – Machelen / Brussels

Joined to support the group's repositioning from postal services to cross-border parcel shipping e-logistics.

- Delivered 10+ demand generation campaigns, generating 800+ leads and €1.3M in marketing-sourced and influenced revenue
- Main contributor to the corporate website redesign, aligned with the new positioning and ICP
- Owned SEO, GEO, paid and content strategy with an international search agency
- Produced 20+ market reports, ebooks and product assets using AI-assisted research workflows

Regional Marketing Manager – Northern Europe, Benelux, EMEA · 2020 – 2024

Lectra (LSS), global leader in industrial software, equipment and services for fashion, furniture, automotive – Ghent / Brussels

Led regional marketing across 30+ countries for 100+ software, equipment and service offerings (CAD, PLM, e-commerce, supply chain, connected cutting machinery and other devices, training, support contracts).

- Ran 5–7 always-on campaigns on a 20,000+ contact database in Salesforce and Marketo
- Delivered quarterly flagship events and webinars of up to 200 attendees; represented Lectra at PI Apparel, Drapers, Fashion Talks and Texprocess and many others
- Built customer reference programs for live equipment demonstrations in production environments
- Coordinated channel marketing with distributors and agents, and university partnerships across Europe

Marketing Manager / First Marketing Hire · 2016 – 2020

Moonoia, AI-powered document and data extraction software for regulated industries. Carved out of Helan / Partena. Successful exit 2023 – Brussels

Hired as the company's first marketer during carve-out, built the marketing function from scratch and grew the team to three. At the time of exit, approximately one-third of the company's €5M revenue was marketing-attributed.

- Built the company's brand, positioning, website and HubSpot marketing infrastructure, growing the database to 5,000 contacts
- Designed the demand generation engine, delivering 500+ MQLs through integrated campaigns across content, events, email and outbound
- Developed product marketing and go-to-market messaging for healthcare, fintech, transportation, utility, expanding into new verticals including engineering and education
- Established Moonoia's thought leadership around AI, automation, KYC and Industry 4.0 through technical content, speaking engagements and industry events across Europe and the US
- Built and activated the partner marketing program, creating enablement assets, developer training and technical workshops
- Authored the award-winning customer success story recognized as "Project of the Year" at the Document Manager Awards (London) and runner-up at the Data News Awards (Brussels)

Head of Copy, BTL & Direct Marketing · 2015 – 2016

FCB Bucharest, Subsidiary of FCB Global (headhunted) – Bucharest

Recruited to lead a specialized creative division responsible for BTL and direct / shopper marketing campaigns across Eastern Europe.

- Led pitch-winning loyalty program strategy integrating in-person events and digital engagement
- Managed internal communications, staff events and internal product launches (1000+ employees)
- Coordinated junior teams (four direct reports) and sister agencies across international accounts

Senior Copywriter · 2012 – 2015

Geometry Global, world's largest brand activation and shopper marketing agency (now VML) – Bucharest

- Key contributor to 100+ public and corporate events: strategy, content, promotion, engagement
- Shopper marketing and BTL strategy for enterprise clients across FMCG, telecom and retail
- Promotional websites, loyalty programs, direct marketing

Marketing Manager / Business Development · 2010 – 2012

Studioset Production, full-service media and audiovisual production company – Bucharest

- Increased net new business by 30% through networking, events and direct outreach
- Account management, client retention and growth; audiovisual production support

Copywriter · 2007 – 2010

Grey Worldwide – Bucharest

- Brand development, activations, community management, BTL advertising

EDUCATION

MA Corporate Communication and Marketing – Université Libre de Bruxelles (ULB), Brussels
Scholarship ISIC – Université Michel de Montaigne, Bordeaux
BA European Studies and International Relations – Faculty of Letters, University of Bucharest
BA Communication and Public Relations – Faculty of Letters, University of Bucharest

FURTHER DETAILS

Tech stack Salesforce, HubSpot, Marketo, MS Dynamics, SEMRush, GA4, Looker, Figma, Confluence, JIRA, Trello, Slack, Monday, Descript, OpusClip, Canva, Notion, Craft, Framer, MS Office
Languages EN, FR, NL, RO
Driver's license B