







# BRENDA MORTIER

## VALUE-DRIVEN MARKETING LEADER

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### TOP SKILLS

- Business Planning
- Go-To-Market Strategy
- Collaborate and Network Effectively
- Strategic and Creative Thinking.
- Customer-Centric Approach
- Digital and Social Media Expert
- Flexible Leadership Style
- Analytical | Growth Mindset



### ABOUT ME

- **Proven track record:** Providing a dynamic mix of hands-on execution and strategic planning, while often navigating budget and resource limitations.
- **Broad CMO expertise:** Various marketing roles in large, SME, and start-up organizations across various countries.
- **Adapting quickly to new environments:** Strong alignment with stakeholders, delivering tangible results.
- **Manage and develop people:** Building the next generation, and creating high-performance teams.
- **Growth mindset:** Embracing challenges and opportunities to achieve my full potential.
- **Business management:** Applying disciplined rigor and analytical skills to effective business performance.

### LANGUAGES

- Fluent bilingual Dutch and English.
- Excellent French. Good German. Basic Spanish.

### EDUCATION



#### **Bachelor of Business Administration**

Institution: HoGent, Belgium  
Year of Graduation: 1989



#### **Masterclass Marketing (2001)**

Institution: Vlerick Business Management Belgium  
**Management Excellence Program (2007)**  
Institution: IMD Business School, Switzerland



I am a Belgian national who has been actively working with a mix of mature and emerging markets. I have lived and worked in the Middle East.

During my 25+ year career, I was able to demonstrate my ability to adapt, thrive and deliver results in dynamic business environments. As a freelancer, I am excited to work with any type of organization providing them with cutting-edge and forward-thinking strategies.





## Global Corporate Marketing and Communications Director

### Ahlers - Solutions Beyond Logistics

September 2019 to June 2023 (3 years, 10 months)

- Marketing strategy, coordination, and execution of marketing activities on a global level.
- Providing a dynamic mix of hands-on execution and strategic planning, whilst navigating budget, resource limitations, geo-political, and emerging market limitations.
- Transformation Marketing: Building an end-to-end digital landscape based on new technologies.
- Corporate Messaging & Positioning: Implementation from scratch (value proposition, corporate assets, website, social media, digital platforms).
- Brand Management: Brand image consistency, branding guideline book, HR employer branding.
- Liaising with stakeholders: Internal and external (media outlets, associations, business units).
- Digital and social media management: Own, build, and execute campaigns.



## Area Product Marketing Lead - Central, Eastern Europe, and Russia

### Microsoft

September 2016 to June 2018 (1 year, 10 months)

- Own content and strategy for Dynamics CRM products.
- Go-To-Market: Product, industry, and opportunity definition.
- Evangelism and Industry Leadership: Thought leader in messaging, advocacy, and readiness.
- Customer Voice: Build compelling stories and create audience, industry-specific messages.
- Best practices: Identify and scale initiatives to improve product competencies in the region.
- Product Requirements: Identify gaps and work with R&D on customization (ex. Russia cloud).



## Area Business Group Lead - Central, Eastern Europe, and Russia

### Area Business Group Lead - Middle East and Africa

### Microsoft

July 2011 to August 2016 (5 years, 1 month)

- End-to-end accountability for the Microsoft Dynamics business in different regions.
- Own, build, and land a regional go-to-market plan based on corporate priorities.
- Lead segment and business group alignment and integration at a regional level.
- Balanced Scorecard: Drive orchestration across marketing, sales, partner, and service teams.
- Product advocacy: Assess and manage the overall sales & marketing ecosystem.
- Engage with leadership stakeholders and partner closely for mutual success.



## Area Marketing Group Lead, Middle East and Africa

### Microsoft

July 2008 to June 2011 (2 years, 11 months)

- Orchestrate the execution of the Dynamics go-to-market plan for the MEA region.
- Build, drive, and own the Dynamics end-to-end marketing plan for 7 subsidiaries, in 77 countries.
- Evangelism and Industry Leadership: Thought leader in messaging, advocacy, and readiness.
- Manage Customer Reference Program: Recruit, and work with customers on testimonials.
- Product Marketing: Effectively position, promote, and grow market share.
- Partner Marketing: Design and execute the MEA partner marketing initiative program.
- Team Management: Manage and guide the local field marketing teams.



## Area Senior Marketing Manager- EMEA North

### Regional Field Marketing Manager- Benelux

### Dell - EMC Software

March 2006 to June 2008 (2 years, 4 months)

- Area Marketing responsibility EMEA North: Go-to-market plan and execution in 24 countries.
- Manage and guide direct and dotted line field marketing teams.
- Ownership Field Marketing, Communications, PR&AR, Branding, Channel Marketing, Online Marketing, Telemarketing, Event Marketing, and Lead Generation.
- Corporate Messaging: Design field in-a-box materials and implementing shared service initiatives.

## WORK EXPERIENCE



### Marketing and Communications Manager

#### VNU Business Publications (Data News, Computer Profile)

April 2004 to February 2006 (2 years, 10 months)

- *Team Management:* Lead and manage marketing and customer service teams.
- *Event Management:* Driving events, conferences, and online advertising campaigns with ICT vendors.
- *New business models:* Develop cross-media advertising packages creating new revenue streams.
- *Product launches:* Implementation of the Data News Careers website.
- *Online marketing:* Reducing print costs by developing an online subscription model.
- *Stakeholder Relationships Management:* External (PR leaders from ICT vendors).



### Marketing Manager Oracle E-Business Suite

#### Oracle

October 1998 to March 2004 (5 years, 6 months)

- *Product Marketing:* Marketing and product activities for the Oracle E-Business Applications.
- *Field Marketing:* Responsible for the local market strategy, orchestration of tactics, and execution.
- *Public Speaking:* Participate in business development activities, speaking at events and universities.
- *Evangelism and Industry Leadership:* Thought leader in messaging, advocacy, and readiness.
- *Customer Voice:* Work with customers to build compelling stories and recruit references.



### Program Manager Network Logistics

#### Start up Hermes Europe Rail, GTS, E-bone. Acquired by KNP Qwest

May 1996 to September 1998 (2 years, 5 months)

- *Implement procurement and logistics models to meet network design service level agreements.*
- *Ensuring well-organized project-level activities and communication with the engineering groups.*
- *Work with the project teams to ensure in-time delivery in line with contractual agreements.*
- *Driving business requirements for software selection of the Oracle ERP implementation project;*



### Product Flow Planner

#### Levi's Strauss HQ Europe

May 1991 to April 1996 (5 years)

- *Controlling, and organizing the flow of materials for the production of Levi's Jeans at the HQ level.*
- *Checking schedules, confirming product specifications, and arranging adjustments.*
- *Overseeing work in the production facilities, monitoring product quality taking into account deadlines.*
- *Engaging with merchandising, sales teams, and distribution facilities at international levels.*

## ACHIEVEMENTS



Create new content, launch a new website in <6 months.  
Generated a 75% increase in website traffic through SEO.  
Gained a 200% increase in social media followers.  
SEA campaigns CTR rate +8% increasing conversions.



Driving 30%+ win rate from a marketing-driven pipeline.  
Creating 150+ new references, and 100+ case studies.  
Develop and roll out the digital hub model in the region.  
Promotion Path: High Potential (FY10) Level 63 (FY12)  
Level 64 (FY17) Additional Bonus following Stretch  
Assignment (June FY17).



Successful move from free circulation to a paid model.  
Organization of ICT Data News Awards +800 attendees  
generating \$200k sponsorship revenues.

Promoted Benelux to EMEA regional role in 1 year.  
Q3 EMC Pinnacle Award Winner 2006: Benelux event  
with Gartner +300 attendees.  
Q4 EMC Recognition Reward 2006: 150% above target  
area attendance at Momentum EMEA conference.  
Q2 EMC Pinnacle Award Winner 2007: DCTM 6 launch  
in a box. scaled as best practice across EMEA.



Winner of the EMEA Innovative Marketing Award - online  
summer school driving 1000+ registrations in 2001.  
Launching the BeLux Oracle User Group in 2003.

