



Jor Bos

Dynamic director with rich 20-year background in product engineering, strategic marketing management, entrepreneurship, digital business strategy, and driving sales & demand gen.

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QUICK VIEW

15-Year Entrepreneur

Seasoned Professional

People Manager

Agile Lead Director

Business Generalist

Demand Gen Growth

SalesIQ Workaholic

Great C-Level Network

Digital Business Strategist

Sales Coach Driven

Funnelling Master

AI Fanatic Tool Lover

Investment Strategy

MVP Realiser

Dear Hiring Manager,

If your senior leadership team needs a vision-driven, goal-focused executive with a proven history of business achievement, look no further than the enclosed CV.

Throughout my comprehensive year career, I have established a reputation as a transformational leader who is driven by challenge, undeterred by obstacles, and committed to furthering standards of excellence. My expertise encompasses all aspects of B2B sales growth planning, strategic marketing initiatives, and analysing metrics toward revenue growth. Further, my ability to build consensus among executive teams and stakeholders to promote transparency and influence positive change has been repeatedly proven. I look forward to bringing these strengths and more to your team.

Please consider the following highlights of my achievements:

- Ranked as a sales coach and 10-yearlong top 5 sales-person in a pool of hundreds.
- Founded & grew Keplar Agency to 50+ employees in 6 years, exited & silent shareholder.
- Enhanced 40% annual revenue growth by increasing sales volume & new business.
- Founded an awards-winning agency in a highly competitive market for major brands.
- Won a Webby Award for a social marketing campaign for Google+.
- Contributed to the successful launch of Party APP & promotion with 25K users in 6 weeks.
- Spearheaded 100+ operational projects from inception to completion within constraints.
- Acknowledged for securing 1M+ investment for the growth stage of Party App & holding.
- Devised & implemented, an innovative business model with 1K budget & intern's support.
- Credited for cultivating and maintaining network of 15K enterprise director-level contacts.
- 2021: Established all-time (10-year team) record in annual sales KPIs at EIT Digital.
- 2023: Revamped TrendMiner's demand gen, tripled engagement, requests & meetings.

I look forward to meeting with you and learning more about the organisation's goals. Until then, thank you for your consideration. Sincerely,

Jorian Bos

PRODUCT ENGINEERING & STRATEGIC DESIGN

University of Applied Science

Den Hague, Netherlands
2000 – 2005
Tech Ing.
GPA: 7.8/10



Jor Bos

Accomplished and growth-focused executive with extensive experience in marketing, sales and digital business strategy.

SUMMARY

Proven success in guiding companies to lead in competitive markets by expert knowledge on the right (AI-based) sales & marketing strategies and tech stack to exceed demand gen goals. Deep knowledge of SAAS products and Product Lead Growth strategies. Seamlessly aligning traditional sales with PLG potential.

Advanced ability to provide top-flight customer service and build corporate relationships with key decision-makers and strategic partners. Strong engaging executive, known for being creative, open-minded, enthusiastic, organised, and hands-on.

WORK EXPERIENCE

CMO | Global Demand Director, SoftwareAG

Berlin, Germany | TrendMiner • June 2022 – Present

15 years of agency experience and next-gen AI implementations revamped a traditional marketing department into a well-structured, scalable data-driven in-house agency;

- Decreased external agency costs by 150K, exceeding their perceived PR & other value.
- Outsourced performance-based SDRs multiplying output while lowering costs by 80%.
- Integrated buyer intent, tech-use/drop, and deep demographic analytics for targeting.
- 2023 ABM setup lead to 43 SQ-Accounts in 100 global corporates & 5 major accounts.
- Full brand restructuring incl. re-positioning, & kickstarted 1st successful PLG initiatives.
- Quadrupled social engagement by content refurbishment & republishing strategy.
- Streamlined project management approach to accomplish decentralised teamwork.
- Interactive AI-driven new website, increasing UX while enabling fast/flexible delivery.
- Consequential AI automation enabling us to produce hyper-personalised content.
- Tripled all TO/MOFU metrics and in/outbound requests leading to 3x more meetings.

Demand Strategy Director & Corporate Digitisation Strategist, EIT

Berlin, Germany | European Institute for Innovation & Technology • Sept 2019 – Aug 2022

Drive significant challenges of validating, and guiding promising scale-ups to contribute in the mission of EIT digital for optimising Europe's position in digital business. Strategic consulting on technology and growth support. Implement internationalisation strategies to support deep-tech scale-ups to acquire target clients.

- Lead a team of 30 senior business developers to attain their targets.
- Trained team into new automation approaches and strategies doubling team KPIs.
- Established all-time (10-year) record in sales results.
- Centralised efficient strategies and integrated semi-automated onboarding funnels.
- Implemented the right mix between scale-able reach-out and one-on-one consulting.
- Consulted scale-ups on broad growth strategies and targeting data collection
- Redefining their propositions and positioning to increase results.
- Initiated "Digital Innovation Sessions" which scaled scale-up reach extensively.

PROFILE

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DIGITAL NATIVE

- HTML, CSS & Code Basics
- Hubspot Pro
- Trello
- XLS
- Adwords
- WP
- Adobe Creative Cloud
- Social Advertising Suites
- Data Driven Marketing
- Marketing Automation
- Account Intent Collection
- AI
- SalesForce
- GA4

CERTIFICATIONS

- From Management to Leadership
Jun 2022
- Building Your Sales System
Sept 2020
- Data-Driven Sales Management
Dec 2018
- ML & AI: Value Estimations
Dec 2018
- Managing Your Sales Process
Nov 2018
- Business Dev. Foundations
Oct 2018
- Diversity of 50+ Certifications

Founder, CMO/COO/CEO, Playground Holding BV (multiple ventures)

Amsterdam, Netherlands • Oct 2008 – October 2019

Founded several successful ventures including a full-service digital agency, grew it to 50 people, and remained a silent shareholder. Produced business strategies by creating spin-off products and receiving multiple big investments.

- Constant 40% annual revenue growth by partner, marketing & sales initiatives.
- Transformed our full-service digital agency into a vested venture builder.
- Turning spin-off products into growth investment-ready ventures.
- Defining many client-focused and self-initiated cross-disciplinary product roadmaps.
- Engaged and turned an impressive list of global brands into happy ever after clients.
- Ensured effective project realisations for clients, such as Nike, Google+, The Olympics.

Sales & Marketing Manager, 2Rise

Amsterdam, Netherlands • July 2007 – February 2009

Served as a freelancer to secure provision-based income to aid my early venturing initiatives. Revenue growth enablement for HR-training agency. Scaled my success by managing marketing and sales support of external parties leading to new clients, such as Adecco, Manpower, Tempo Team, Vitae, Unique, and USG.

- Acquired 300+ new clients with a 35% revenue increase through S&M strategies.
- Appreciated for nurturing a longlist of accounts to establish returning revenues.
- Provided exceptional production management and support in high-end advertising & commercial shoots for clients, such as Delta Lloyd and Lays Heineken.

Sales Coach / Team Captain, Pepperminds

Haarlem, Netherlands • 2000 – 2006

Performed a variety of tasks, including cold-calling and automated outreach over social platforms, such as Twitter and LinkedIn. Steered and trained promoters/captains of groups from 2 up to 50 persons. Established corporate relationships with customers, such as ABN AMRO, Eneco Energy, Shell, PCM, and Oxfam Novib.

- Renowned as Yearly top-5 sales performer individually as well as team-lead.

RECOMMENDATIONS TO 99+

Entrepreneurship (84)

Lead Gen. / Online Adv. (82)

Digital Media (99+)

Sales & New Business Dev. (62)

Sales & Account Mngmt

Social Networking/Selling

Sales Planning/Scheduling

Key Account Management

Consulting/Corporate Comms

Marketing Strategy

Marketing Communications

Business/Strategy

E-commerce (99+)

Social Media Marketing (99+)

Client Relationship Building

Interpersonal/Mngmt. Skills

New Media (98)

Profit & Revenue Growth

English Bilingual

Dutch Native

German Business Proficiency

Awesome Colleague (99+)