



Curriculum Vitae

Diederik Martens | 13-09-1983

Results-driven innovating new marketer, motivational manager, marketing automation, marketing operations, demand generation, B2B, Complex Sale, and buying journey expert, post-doctoral lecturer, international keynote speaker, Marketo Champion®, Marketo certified, Salesforce.com experienced, tech geek, entrepreneur, and father of 2.

Experience



Lecturer / Course Developer, since September 2016
Digital marketing & sales minor and elective on marketing automation, buying journeys



Founder / Owner since April 2016
SaaS applications for marketing and sales (e.g. CalcItNow.com, VerifyThisEmail.com)



Marketing Operations Contractor & Founder, since January 2016
Interim mgt for Trend Micro, PinkRoccade. Projects for Unit4, Planon, Leaseweb, and more.



Head of Marketing Operations (World Wide), July 2015 – December 2015
Leveraging technology, reporting, insights, best-practice sharing, training, and processes.



Post-Doctoral Lecturer, July 2015 – November 2015
Lecturer on B2B Digital Marketing for the Digital Marketing Strategy & Leadership program



Global Marketing Automation Manager, December 2012 – June 2015
Creating marketing best-practice, lead nurture- & scoring strategy, sales support tools



Senior B2B Marketing Consultant, May 2011 – December 2012
Projects for Nutricia Danone, Capgemini, KPN, DSM, Q-Park, Woonzorg, and more



Global Online Marketer, October 2009 – May 2001
Budget responsible for all online demand generation activities world wide



Online Consultant / Account Manager, August 2007 – October 2009
Sales and consulting for software development, e-commerce, and online marketing

Certificates | Honors | Awards



2013-2017



2014



2014, 2015, 2016



2015

For a full list of positions, education, certifications, skills, and recommendations,
Please visit: <http://linkedin.com/in/diederikmartens>

linkedin.com/in/diederikmartens
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Education



Post-Doctoral course in Digital Marketing & e-Commerce
2011



Bachelor in Business Economics
2007

Speaking Details

Quote: "Today's marketing world: Orchestrating omnichannel engagement"

Full speaking agenda available at <http://www.diederikmartens.com/marketing-automation-speaker/>

Official biography

Diederik Martens is a results-driven digital marketer with a passion for B2B and the complex sale. Diederik is a frequently asked speaker and lecturer on marketing operations, marketing automation, lead nurturing, buying journeys, CRM, Predictive Lead Scoring, and marketing technology. Diederik is Marketo Certified and experienced in Salesforce. Marketo honored Diederik as one of the world's top 50 by naming him to the 2014, 2015, and 2016 Marketo Champion Elite class. In 2015, Diederik was awarded the prestigious international Killer Content Award for his nurture campaign strategy at Quintiq.

Speaking engagements



Technology

Software

Extended in-dept knowledge & experience:

Marketo, Salesforce, LeadLander, GoToWebinar, WebEx, EmailOnAcid, CalcItNow, VerifyThisEmail, Microsoft Office Suite, Photoshop, LinkedIn

Basic knowledge & experience:

Sitecore DMS, SugarCRM, SilverPop, DATA.com, ON24, IIS Servers

Limited knowledge & experience:

Tableau, NEOLANE (Adobe Campaign), Oracle Eloqua, Act-on, Hubspot, MailChimp

Coding

In-dept knowledge & experience:

HTML, CSS, MySQL, PHP, XML, JSON

Basic knowledge & experience:

Javascript, ReST API, SOAP API

Limited knowledge & experience:

jQuery

Knowledge & Experience Topics

B2B Marketing
Digital Marketing
B2B Sales
Marketing Strategy
Thought Leadership
Consulting
Complex Sales
Online Marketing
SEA, SEO, CRO
Digital Advertising
Project Management
Change Management
User Group Leader

Marketing Operations
Lead Management
Lead Nurturing
Buying Journeys
Journey Mapping
Omnichannel Engagement
Lead Scoring
Marketing & Sales Alignment
Analytics
KPIs, Dashboards, Reporting
Coach & Inspirer
Demand Generation
Social Media

Marketing Automation
Marketing Technology
CRM
Sales Automation
Big Data
Master Data Management
Tag Management
eCommerce
Integration
PHP
MySQL
HTML/CSS
Email Marketing