



# ROLF VISSER

## CMO / VP Global Marketing

### PRESENTATION

- ✓ **MarCom Guru**, globally for over 15 years  
Software (SaaS); BI; ecommerce (cross border); fintech; payments.
- ✓ **Keynote speaker** (1.000+ audience) for over 5 years  
Subject matter expert Cross Border eCommerce China / EU.
- ✓ **Chief Content Marketing & Community Strategist** for over 12 years  
Global eCommerce & Technology (IoT/AI/VR/BlockChain)
- ✓ **Sales Director International** for over 8 years  
Industries: software (soa & saas); retail (non)food; fintech; ecommerce.
- ✓ **Product management** (4 years): ict/pos software; BI; fintech.
- ✓ **Project management** (4 years): ict/pos software

Trend watcher and setter, innovator and disruptor, international keynote speaker, bridge builder with passion and persuasiveness to initiate growth and leading innovations. Research and Content marketing is currency for brand equity and building communities. Old Dutch entrepreneurial mentality and loyalty. I am at my best when being a strategic part of any organization that wants to become a trusted leader, game changer and example for many other companies in the industry and beyond. My credo: "Think BHAG - Nail it before you Scale it!"

### PROFILE



Amersfoort (Netherlands)  
Brive la Gaillarde (France)



+31 6 42153 221



[LinkedIn profile](#)

### EDUCATION

MBA Digital Internet Marketing  
Beeckestijn / VU Amsterdam  
2008 - 2009

Bachelor of Science  
MTS Amersfoort  
1980 - 1986

### SKILLS

Marketing strategy	●●●●●
Online marketing	●●●●●
Content marketing	●●●●●
Multichannel marketing	●●●●○
Global ecommerce	●●●●○
Public (keynote) speaker	●●●●○
B2B / B2C / Retail / Software	●●●●○
Business Intelligence / AI	●●●○○
Sales management	●●●○○
Project management	●●●○○

### WORK EXPERIENCE (part 1)

2020 – 2020	Erdee Media Groep - <b>Consultant to Board of Directors</b> – developed short and long term strategic marketing plan.
2016 – 2020	WE CIA / <b>Vice Chairman</b> World Ecommerce Industry Alliance.
2013 – 202x	CBEC / <b>全球跨境电子商务联盟</b> Cross Border Ecom Community <b>Founder</b> - Building the 1st strategic global cross-border “how-to” and “best practices” hub for the entire ecommerce industry.
2011 – 2018	Payvision   FinTech & (SaaS) Payment Services <b>VP Global Marketing</b> - CMO role responsible for the strategic direction and marketing operations globally.
2009 – 2011	Ingenico   Fintech & (SaaS) Payment Services <b>Head of Global Digital Marketing</b> - responsible for online presence , increasing brand equity, reputation and content management.
2007 – 2008	Information Builders   Leader in Business Intelligence <b>Marketing Director EMEA</b> - responsible for all marketing teams and activities in EMEA, Australia and Mexico. Aligning with 6.000 sales!
2001 – 2007	Compuware   Software (SaaS) Application Life Cycle Services <b>EMEA Marketing Manager</b> - build an international team from scratch aligning marketing and sales for the entire EMEA region.

#### REFERENCE

##### BRAM ALKEMA

Disruptive Marketing Strategist

[Contact via LinkedIn](#)

#### REFERENCE

##### FLORIANA CRISTEA

Head of Global Communications

[Contact via LinkedIn](#)



# ROLF VISSER

## CMO / VP Global Marketing

### WORK EXPERIENCE (part 2)

- 1996 – 2001 PLUS Integration Retail Solutions | POS hard & software (350fte)  
**Manager Sales** - responsible for business strategy, development, lead, inspire and motivate 5 account managers.
- 1994 – 1996 PLUS Integration Retail Solutions | POS hard & software (200fte)  
**National Account Manager** - responsible for key accounts.
- 1988 – 1994 PLUS Integration Retail Solutions | POS hard & software (100fte)  
**Project / Product Manager** - customized solutions.

### LANGUAGES

- Dutch (native tongue) ●●●●●
- English (spoken and written) ●●●●○
- French (receptive listening) ●●●○○
- French (second home 2019) ●●○○○
- German (receptive listening) ●●●●○
- German (spoken and written) ●●○○○

### CHAMPION

- Scaling companies/marketing ●●●●●
- MarCom Sales Alignment ●●●●●
- MarCom accountability ●●●●●
- Disruptive marketing ●●●●●
- Build, manage and coach high-performing international marketing team ●●●●●
- Community building globally ●●●●●

In 2009 early adapter Content Marketing Strategies and Conversation Marketing (Community Building) as a Registered Digital Marketer (RDM). Completed Post HBO course Digital Internet Marketing at Vrije Universiteit Amsterdam, Beekestijn Business School.

Of the 500 students, Rolf was the only one who obtained his master's degree with a maximum score of 10 out of 10. Thesis precursor NRCNext and CRU! the end of the (wine) boxes sliding era!

### ACHIEVED REMARKABLE RESULTS

#### 1) Payvision, July 2011 - October 2018, Vice President Global Marketing, reported directly to COO Gijs op de Weegh.

In 2011 there was no marketing at all! Website re-built, recruiting new team, new brand identity/book, initiated content marketing strategy. Lead generation went up from a rarely 30 leads per month to a steady 10.000+ leads per month in 2015! With the new international team we transformed Payvision from a non-existing 20FTE/10 million euro high risk company into a thought leader. Promoting huge brand identity value Payvision became a trusted advisor and innovative trend setter for the entire payment industry. After 7 years with over 220 FTE in 2018, ING bank acquired 75% stake in Payvision at total value of 360 million euro!

#### 2) CBEC Cross Border Ecommerce Community / 全球跨境电子商务联盟 October 2013 – October 2018, Founder and chairman.

- ✓ Worldwide online search engine results page domination!
- ✓ Yearly on average 15,000+ download requests;
- ✓ 30 ecommerce partners signed up (a.o. Alibaba, JD.com, DHgate, China Union Pay, SF Express, Yingke Law, Lazada);
- ✓ Openings keynote speaker at large Ecommere conferences;
- ✓ The 1st and potentially largest Global Ecommerce Community
- ✓ Vice Chairman World Ecommerce Alliance in 50+ countries.

#### 3) GlobalCollect, April 2009 – June 2011, Head of Global Digital Online Marketing, reported directly to CEO Jan Manten.

Rebuilt/redesigned the website and changed the entire industry by using leading content marketing strategy for inbound marketing tactics with focus on Global Awareness, Reputation Management and Thought Leadership. Results:

- ✓ Awareness, the amount of unique web visitors went up from 20.000 to 685.000 in 14 months;
- ✓ Leads, number of leads increased from 838 in 2009 to 2.214 qualified sales opportunities in 2010;
- ✓ Reputation, fixed their Google 1st page search results online reputation, implementation online global monitoring system;
- ✓ Reputation, installed Web Care Teams in EMEA, LATAM, US;
- ✓ Reputation, number of web complaints went down from 800 to an average of 120 per month;
- ✓ Leadership, white paper downloads up from 440 to 2,150;
- ✓ Leadership, initiated 1st Payment Academy for the industry;



# ROLF VISSER

*CMO / VP Global Marketing*

## INTERESTS

ICT / Fintech / Real Estate

Travelling

Music (rock, jazz, soul, funk, new wave)

High end vintage audio

Entertainment (VJ)

Wine tasting (former sommelier)

Sports cars

Bicycling

City walking

Cardio kickboxing

Swimming

Renovating old buildings

## ASSESSMENT

March 4, 2019 - PPA.

Value for the organization: Mr. Rolf Visser is a valuable contribution to the organization in several areas. He is looking for opportunities to take the lead, is enterprising and wants to achieve results. In addition, he possesses characteristics that enable him to convince, influence and motivate others in a friendly manner. These important behavioral traits can best be summarized as skills to achieve personal and common goals with and by others.

## RECOMMENDATIONS



**Bram Alkema** Disruptive Marketing Strategist. Only 'straight A' student I ever had. Rolf combines a hummingbird eye for technical detail with eagle eye global marketing strategy. An ideal CMO for any ambitious global business. Having 50 percent of his competences would make anybody green with envy! November 5, 2009, Bram was a Principal to Rolf at Beekestijn Business School / HvA and VU Amsterdam.



**Marijn Driessen** Strategy Consultant & Author of Marketing to China's Netizens at FluidNations. Rolf is a people person with great empathy and understanding of his colleagues, partners and clients. He is an experienced and well-rounded person, not afraid to take risks. As a result Rolf's friendly and persuasive personality has business impact. I have seen him deal successfully with the uncertainties that come with an innovative territory when he takes the lead in creating the responsive and agile organisation that is needed in today's marketing environment. I have found it a pleasure to work with him and would work with him again in a heartbeat. March 23, 2011, Marijn was a contractor to Rolf at Global Collect (Ingenico)



**Jurgen Leijdekker** Senior Operating Executive at Welsh, Carson, Anderson & Stowe. Rolf did genuine pioneering work in online marketing at GlobalCollect (Ingenico), with proven/quantifiable results. What impressed me is the methodical approach Rolf took to his online marketing projects, by taking incremental steps, measuring results and then looking for creative solutions to raise the bar again. Eventually, this has taken him to some true cutting-edge work in conversation marketing, leveraging the power of social media in a B2B setting. He certainly took this far beyond anything we've seen at our 30 Welsh, Carson, Anderson & Stowe portfolio companies! May 6, 2011, Jurgen was Senior Executive at Welsh, Carson, Anderson & Stow (20 billion USD private equity company) when working with Rolf at Global Collect.



**Shanty Elena van de Sande** Research Analyst & Writer. Rolf Visser is a manager who stimulates you to excel, inspired by his innovative vision on (inbound / influencer) marketing; a global strategy which focuses on building authority through thought leadership, by sharing expertise. Rolf's enthusiasm and his understanding of the e-commerce market, continue to motivate me to research and analyze this exciting industry and to create interesting Corporate Content. Under Rolf's guidance, we managed to pull Payvision into the next level, in terms of Brand Awareness and Equity. October 24, 2013, Shanty reported to Rolf at Payvision.



**Floriana Cristea-Sieswerda** Director Global Communications, Comms Whizz & Certified Power Coach. Working with Rolf has been a very motivating and inspiring adventure! He is driven by his incredible passion for content marketing, developing outstanding marketing strategies and educational programs for the benefit of the entire industry. With his charisma and energy, he values his team and workplace, creating a very motivating environment to learn and make the best of every business opportunity. July 28, 2015, Floriana direct report to Rolf at Payvision.