



Léon Dijkman

Profile

23 years of experience leading sales organizations to exceed revenue and profit goals. 3 years of specific experience with training and coaching of sales people. Specialized knowledge in mobile payments, mobile marketing, telesales, internet and e-commerce. Expert team builder, negotiator and sales strategist.

I know how to keep lines of communication open. My passion drives my performance. I can organize, manage and lead teams efficiently. Naturally I go for the extra mile. I am a pro in wearing many hats. You can count on me!

I am a talented, ambitious and **hardworking** individual, with broad skills and **experience** in (online) marketing, social media and leading projects.

Specialties: (Mobile) Internet Marketing (SEO/SEA), Business & Channel Development, Sales Team Training & Management, Complex Negotiations & Sales Cycles, Territory Startup & Turnaround, Strategic Partnership Building, Key Account Management, Forecasting, Market Analytics and (Mobile) Payments.

Education

Secondary Vocational Education (completed) 09/1987 - 06/1991
Zeeland College, Middelburg

General Secondary Education 09/1984 - 06/1987
Deltaschool, Hendrik-Ido-Ambacht

Work Experience

Director of Marketing and Sales a.i. 07/2019 - present
Madoffers BV, Breda

In this role I oversee all aspects of the commercial operations of MadOffers with full P&L responsibility, reporting to the owner. MadOffers is a performance marketing company.

Some of the key accomplishments and responsibilities:

- Proactively identify opportunities for sales process improvement.
- Recruit, Coach and Develop the sales team to improve performance.
- Identify target partners, manage business development pipelines towards goals, negotiate and execute agreements.
- Develop and execute the internal and external marketing and communication of the company..
- Travelling around the world as the face of the company, visiting trade shows, network events and key accounts.

General Manager 09/2017 - present
Telefuture Nederland BV h.o.d.n. 12Ca\$h, Berkel en Rodenrijs

In this role I oversee all aspects of the business operations of 12Ca\$h with full

Personal Details

155 Mauritsstraat
3012CH Rotterdam

+31653237877

mail@leondijkman.nl

Date of birth:
24 December 1972

Place of birth: Dordrecht

Gender: male

Nationality: Dutch

Marital status: living together

<https://www.linkedin.com/in/leon-dijkman/>

Languages

NL	● ● ● ● ● ●
EN	● ● ● ● ● ●
FR	● ● ● ● ● ●
DE	● ● ● ● ● ●

P&L responsibility, reporting to the CEO. 12Ca\$h connects top converting publishers with advertisers who have the most lucrative and exclusive affiliate offers online.

Some of the key accomplishments and responsibilities:

- Established affiliate network 12Ca\$h as a brand new business unit within the company group.
- Formed a team of internal and external IT developers to build the affiliate platform from scratch.
- Participated in and aligned a variety of agile ceremonies (sprint planning, sprint retrospective etc) as a product owner.
- Developed the strategic sales and marketing plan bringing fresh, innovative ideas for a modern approach.
- Proactively identify opportunities for sales process improvement.
- Recruit, Coach and Develop the sales team to improve performance.
- Identify target partners, manage business development pipelines towards goals, negotiate and execute agreements.
- Build and execute a contact strategy to target new account relationships.
- Locking in partners with exclusive deals.
- Develop and execute the internal and external marketing and communication of the network.
- Travelling around the world as the face of the company, visiting trade shows, network events and key accounts.

Director of Sales & Marketing

10/2012 - 10/2018

[Telefuture/Globway, Berkel en Rodenrijs](#)

In this role I oversaw all aspects of the Sales and Marketing activities of Telefuture and its sister company Globway, reporting to the CEO. Telefuture is an innovation leader on the market of interactive value-added services. Its managed service approach includes consulting, design, applications, content, billing, and technical implementation for optimal, multi-channel marketing campaign management.

Some of the key accomplishments and responsibilities were:

- Planned and executed a marketing plan with a budget of 3M/year.
- Navigated complicated international business relationships.
- Managed a team of 7 staff.
- Travelling around the world as the face of the company, visiting trade shows, network events, traffic partners, media agencies and affiliate networks.
- Be a go-to person for all customers' product education needs.
- Identify and qualify high-value opportunities for the sales team.
- End to end ownership of identifying, creating, developing, negotiating and closing high-value opportunities.
- Employ a solution-selling methodology to facilitate customer evaluations and to help them understand Globway's unique differentiation.
- Work diligently with cross-functional teams in Product, Marketing and Support.
- Managing and motivating staff to increase sales and ensure business efficiency.

Manager Affiliate Marketing Benelux/UK

12/2010 - 10/2012

[DNXCorp SA, Genève](#)

In this role I was fully responsible for active partnerships and business development in The Netherlands, Belgium, Luxembourg and the UK. DNXC Corp specialises in internet-based audience development and promotion, and has strong in-house skills in all key areas of the web.

Some of the key accomplishments and responsibilities were:

- Identify target partners, manage business development pipelines towards goals, negotiate and execute agreements.
- Manage relationships with local affiliates.
- Build and execute a contact strategy to target new account relationships.
- Locking in partners with exclusive deals.
- Work diligently with cross-functional teams in Product, Marketing and Support in order to translate products, service and creatives to target markets..
- Representing DNXC Corp at events/tradeshows.

Sales & Marketing Consultant

09/2008 - 10/2015

Self-Employed, Etten-Leur

In this role I had several assignments in E-Commerce, Sales Training and Sales Management.

Some of the key accomplishments and responsibilities were:

- Developing a sales training program and coaching team managers and agents at KPN.
- Setting up several webshops and other websites.
- Ad interim sales management.

Product/Marketing Manager

10/2005 - 09/2008

Midhold BV, Den Haag

Director

01/2000 - 10/2005

Legio Media Group BVBA, Antwerp

Sales Trainer/Coach

06/1999 - 12/1999

Fides Business Group BVBA, Antwerp

Sales Representative

01/1997 - 06/1999

KPN Belgium NV, Antwerp

Sales Trainer/Coach

12/1994 - 01/1997

Teleteam NV, Antwerp

Key Account Manager

09/1992 - 12/1994

Atlantis RTV Reclame, Rotterdam

Courses

Understanding Influence at Bureau Zuidema

2007