

# SALES ENABLEMENT MANAGER

Commercial Strategy | Go-to-Market | Data-driven Growth



20+

Years B2B commercial  
experience

150+

Accounts and sales  
stakeholders managed

J E R O E N   D E   R A A F

## CONTACT

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- Dutch native | English fluent |  
German good

## FOCUS

- Strategy-to-execution in complex  
B2B
- Sales enablement, playbooks and  
adoption
- Pipeline discipline, reporting and  
dashboards
- Cross-functional stakeholder  
orchestration
- Market, account and client insight  
translation

## EDUCATION

### BBA - Small Business

Stenden University of Applied  
Sciences, Leeuwarden (1996 -  
2000)

### Erasmus Exchange

Business Economics,  
Fachhochschule Wuerzburg,  
Germany (1999 - 2000)

## PROFILE

Sales, marketing and enablement professional with 20+ years of B2B experience across professional services, SaaS, technology, cybersecurity, insurance, healthcare and AI. Combines strategic thinking with hands-on execution: turning growth priorities into clear propositions, sales narratives, account plans, dashboards, decision input and field-ready tools. Experienced in influencing senior and cross-functional stakeholders, improving commercial discipline and helping teams adopt new ways of working in complex environments.

## RELEVANCE FOR EY

### Strategy into execution

Turns growth priorities into concrete plans, account focus, messaging, sales materials and follow-up routines.

### Data-driven growth

Uses funnel insight, account signals, journey data and dashboard thinking to improve visibility and decisions.

### Sales system adoption

Experienced in helping commercial teams adopt CRM-oriented processes, reporting discipline and practical tools.

### Matrix collaboration

Connects sales, marketing, finance, analysts, subject-matter experts and leadership around executable priorities.

## CERTIFICATIONS

- NIMA A (1999 - 2000)
- CIPP/E (2026)

## TOOLS

- Microsoft Office / PowerPoint
- CRM- and funnel-oriented sales processes
- AI-assisted content, workflow and insight tools
- Dashboard, KPI and reporting thinking
- Adobe Creative Suite

## THEMES

- Commercial strategy and growth priorities
- Go-to-market planning and execution
- Pipeline governance and decision visibility
- Sales playbooks and value messaging
- Change adoption and stakeholder alignment

## EXPERIENCE

2024 - Present | Almere

### MANAGER SALES & MARKETING | RAVEN AI

- Develops commercial strategy, positioning and go-to-market messaging for an AI/SaaS healthcare solution that reduces administrative workload.
- Creates sales narratives, demo structures, adoption materials and decision support for non-technical healthcare and business stakeholders.
- Translates AI, privacy, workflow and adoption themes into clear customer conversations, coaching points and follow-up structures.

2022 - 2024 | Rotterdam

### MANAGER GROWTH & STRATEGY | GUARDEY

- Led sales-aligned marketing for a fast-growing B2B SaaS cybersecurity scale-up, managing a team of four professionals and supporting strong growth.
- Developed lead generation, channel marketing and enablement initiatives that helped sellers and partners explain cybersecurity value.
- Translated technical propositions into sales materials, customer messaging, partner content and practical conversation guides.

2020 - 2022 | Rotterdam

### MARKETING MANAGER CYBER SOLUTIONS | AON

- Responsible for marketing strategy, campaign development and sales enablement for cyber risk and cyber insurance propositions.
- Enabled a national sales organisation of approximately 60 people with messaging, materials, proposition clarity and follow-up guidance.
- Partnered with sales teams, account managers, business stakeholders and subject-matter experts to improve adoption, reporting and field execution.

2018 - 2020 | Rotterdam

### ACCOUNT BASED MARKETING MANAGER | AON

- Led implementation of Aon Netherlands' Account Based Marketing strategy for priority accounts.
- Coordinated five account managers, two marketers and one business analyst across planning, execution, reporting input and follow-up.
- Used customer journey insights, account signals, stakeholder input and analyst support to improve targeting, engagement and next-step discipline.

2017 - 2018 | Amsterdam / Europe

### LEAD GENERATION MANAGER | BOOMING / IO DIGITAL

- Managed the HP Print Europe lead generation programme while working at Booming / iO Digital.
- Delivered sales enablement training, live workshops and practical guidance for HP Print teams in the United Kingdom, Denmark and Sweden.
- Led interviews, journey mapping and funnel optimisation to connect buyer insight, field feedback, reporting signals and sales execution.

# JEROEN DE RAAF

Client-centric Growth | Enablement | Dashboards | Senior Stakeholders

## CORE SKILLS

Sales enablement strategy

Commercial strategy translation

Go-to-market planning

Pipeline and funnel governance

Dashboard and KPI thinking

CRM and process adoption

Account Based Marketing

Client and sector insight translation

Senior stakeholder advisory

Cross-functional initiative leadership

Structured communication

AI adoption and workflow translation

## EXPERIENCE CONTINUED

2014 - 2017 | Amsterdam

### CO-FOUNDER | WORKSHOPLIVE / DIBITS

- Developed online training programmes and a digital platform around prevention, workload reduction and sustainable employability.
- Responsible for proposition development, learning content, platform development, user-facing communication and operations.

2009 - 2015 | Arnhem

### ACCOUNT MANAGER | VGZ / IZZ

- Supported employers and stakeholders with consultative selling around prevention and workforce health.
- Discussed medication reimbursement, medical aids, healthcare usage, prevention and vitality with diverse stakeholder groups.
- Built a strong foundation in needs analysis, stakeholder management and practical coaching-style commercial conversations.

Feb 2009 - Sep 2009 | Arnhem

### PROJECT MANAGER SALES | GLAXOSMITHKLINE

- Managed a short-term sales project for Avamys, a respiratory/allergy product for allergic rhinitis.
- Built account relationships and brand awareness among general practitioners and pharmacists through structured field conversations.

Jan 2008 - Sep 2009 | Groningen

### CO-FOUNDER | DIABETESMARKT.NL

- Co-founded an e-commerce proposition for people with diabetes, selling test strips, lancets and glucose meters.
- Reached 1,500 returning customers within one year and sold the company to a pharmacy chain.

2002 - 2008 | Northern Netherlands

### ACCOUNT MANAGER / REGIONAL MANAGER | NYCOMED (NOW TAKEDA)

- Responsible for sales development across a multi-product pharmaceutical portfolio, including Pantozol, Alvesco and Calcichew-D3.
- Managed and developed more than 150 healthcare accounts, including pharmacy owners, hospital pharmacists and general practitioners.
- Realised approximately 5% annual revenue growth using consultative selling, SPIN methodology, product presentations, events and field visits.