

SALES TRAINING & ENABLEMENT

Northern Europe | B2B SaaS | Commercial Readiness



20+

Years B2B commercial
experience

150+

Accounts and commercial
stakeholders managed

J E R O E N D E R A A F

CONTACT

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- Dutch native | English fluent |
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FOCUS

- Sales training & enablement
- Product adoption programs
- Enablement analytics & reporting
- Messaging, playbooks & job aids
- AI-enabled workflow improvement
- Northern Europe stakeholder
alignment

EDUCATION

BBA - Small Business

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

Erasmus Exchange

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

PROFILE

Sales enablement and commercial performance professional with 20+ years of B2B experience, built on a strong foundation in account management, consultative selling and regional sales development. Has managed and developed 150+ accounts, used SPIN methodology in the field, enabled international HP Print teams, and supported a 60-person Aon sales organisation. Brings recent B2B SaaS and AI experience from Guardey and Raven AI, translating complex technology into field-ready messaging, adoption materials, sales guidance and practical reporting loops.

UBER ROLE MATCH

Enablement programs

Built field-ready messaging, sales materials, training and practical guidance for teams selling complex B2B technology and risk propositions.

Regional delivery

Delivered live enablement and commercial guidance for HP Print teams across the United Kingdom, Denmark and Sweden.

Stakeholder alignment

Combines consultative selling, facilitation and manager-facing resources to help teams coach, prioritise and execute consistently.

Adoption metrics

Uses AI, funnel insight, customer feedback and KPI thinking to structure reporting, improve adoption and communicate impact.

CERTIFICATIONS

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

TOOLS

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

T H E M E S

- Commercial team productivity
- Product adoption and follow-up discipline
- Sales playbooks, value messaging and job aids
- Enablement metrics and impact narratives
- AI adoption and scalable reporting

EXPERIENCE

2024 - Present | Almere

MANAGER SALES & MARKETING | RAVEN AI

- Develops commercial strategy, positioning and field-ready messaging for an AI/SaaS healthcare solution that reduces administrative workload.
- Creates sales narratives, demo structures, adoption materials and practical guidance for non-technical decision-makers.
- Translates AI, privacy, workflow and adoption themes into clear customer conversations, coaching points and follow-up structures.

2022 - 2024 | Rotterdam

MANAGER SALES & MARKETING | GUARDEY

- Led sales-aligned marketing for a fast-growing B2B SaaS cybersecurity scale-up, managing a team of four professionals and supporting strong revenue 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 and follow-up.
- Used customer journey insights, account signals, stakeholder input and business 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 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.

CORE SKILLS

Sales enablement strategy

Commercial team readiness

Live and virtual facilitation

Manager enablement

Sales playbooks and messaging

SPIN and consultative selling

CRM and process adoption

Funnel, KPI and dashboard thinking

AI adoption and workflow translation

Executive stakeholder communication

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.
- Used consultative sales, SPIN methodology, product presentations, events and field visits to strengthen relationships and improve commercial execution.