



MODDERIE INNOVATION MARKETEER



I'm a seasoned strategic marketer with a passion for innovation & a love for digital.



MARKETING INNOVATION & TRANSFORMATION MANAGER

GO-TO-MARKET OF NEW BUSINESS OPPORTUNITIES

PRODUCT & SERVICE LIFE CYCLE MANAGEMENT

BUSINESS MODEL SETUP

COMMERCIAL STRATEGY

B2B TRANSFORMATION

INTERNAL STRATEGY CONSULTING

CREATE A FUTURE PROOF ORGANISATION

PROGRAM MANAGEMENT ON TRANSFORMATION

MARKETING MANAGER B2B

SEGMENT MAANGENT FOR LARGE & PUBLIC ACCOUNTS

SEGMENT PLANNING

BUDGET MANAGMEENT

TEAM LEAD FOR TEAM OF MARKETEERS

INTERNATIONAL PROJECT MANAGER

PROJECT MANAGEMENT FOR INTERNATIONAL MARKETS

USA , UK & INDIA

RESPONSIBLE FOR LAUNCHING SALES MOTIVATION SOLUTION IN USA & UK

KEY ACCOUNT MANAGEMENT FOR INTERNATIONAL CUSTOMERS

CONSULTANT

ANALYSIS

BUSINESS INTELLIGENCE

MARKET INTELLIGENCE

BUSSINESS CASING

STRATEGY DEVELOPMENT

THE ART OF MAKING CHOICES

PLANNING & PERFORMANCE

TEAM PLANNING & MANAGEMENT

ROI DEVELOPMENT & FOLLOW-UP



STRATEGIC DEVELOPMENT

TURNING DATA INTO FUTURE LOOKING INTELLIGENCE

TURNING INTELLIGENCE INTO ATTAINABLE GOALS

TURNING GOALS INTO AN INTEGRATED STRATEGY

BRINGING A STRATEGY TO LIFE

PROJECT MANAGEMENT

RESOURCE PLANNING

KPI & P&L FOLLOW-UP

INTERNAL COMMUNICATION

RISK MITIGATION

MARKETING MANAGEMENT

MOVING BEYOND THE 4P'S TOWARDS THE 7 CUSTOMER FACING C'S

MARKETING PLANNING & DELIVERY

PRODUCT MANAGEMENT

CUSTOMER INTELLIGENCE

GETTING THINGS DONE

FOCUS ON THE END GOAL FIRST

ENTREPRENEURAL SPIRIT

FOCUS ON THE MAIN VALUE GENERATING ELEMENTS

SHIP THINGS



Kicking of the day by gaterhning the lasts customer input to fine tune the business case of a new product/channel approach. Turning it into a convincing presentation for the presentation to the board next week. Go and find some key actors to pre-convince them of the case is on the todo-list of today.

Discuss the latest results & oportunties with the sales teams.

Get some inspiration from others.

Time to align with the team on the actions of this week.

Facilitate an innovation session with Customer Care team that is having a hard time lifting customer satisfaction.

Round-table with customers co-creating our latest product to define the needed adaptations.

Work on the project go-live communication with the internal communications team.



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