

JEROEN DE KONINCK

Sales Leader and Revenue Operations Manager

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ABOUT ME

Entrepreneurial & results-driven sales leader. Experienced in sales, marketing & revenue ops at tech companies. Passionate about technology, productivity & efficiency. Highly performant in self-starting & ambiguous environments. Loves scaling business.

PROFESSIONAL EXPERIENCE

- May. 2021 – Present **EMEA, Export & Canada Program Manager, Pinterest**, Dublin (IE) (*Full-time*)
- Responsible for revenue operations program management in EMEA, Export and Canada representing a combined quarterly revenue of >\$xx million growing xx% Y/Y
 - In charge of driving sales motions, process improvements, sales enablement and infrastructure for >350 front-line sellers and managers. Leading Program Mgmt Team of 5 vendors
 - Led the ideation, strategy, stakeholder management, execution and reporting of >40 yearly programs increasing productivity, new activations, revenue by xx% and decreasing cost by xx%
 - Scaled EMEA/Export business from 86 front-line sellers to 350 sellers over past 2 years
 - Set up new business unit in Canada leading to 100% target attainment in first operational quarter
- Oct. 2019 – May. 2021 **Large Customer Sales Account Manager, Google**, Dublin (IE) (*Full-time*)
- Responsible for \$15 million quarterly revenue (28% Y/Y growth) as strategic consultant
 - Led Northern-Europe seasonal sales motions (15 yearly) and team wide adoption of automated recommended opportunities ('Optimization Score') in Google Ads (80+ sellers)
 - Managed agency partner relationships with Big 6 (WWP, Omnicom, Havas, IPG) and digital-first agencies for global retail and telecom clients (Carrefour, Orange)
 - Launched BeNeLux Managed Agency Newsletter read by >300 CSDs at agencies
- Dec. 2018 – Oct. 2019 **Google Agency Partners Program Manager, Google**, Brussels (BE) (*Full-time*)
- Led North-Europe strategic program for agency acquisition (40+ agencies) across 5 countries
 - Operational lead Northern-Europe Retail Program unlocking >\$420 million across 6 countries
 - Built Google's Global WinOnMobile platform (>60K monthly users) to increase mobile CRO
 - Drove procurement, contract negotiation, deliverables & statement of work of >5 suppliers
- Feb. 2018 – Nov. 2018 **Sales and Marketing, Anheuser-Busch Inbev**, Leuven (BE) (*Full-time*)
- Accountable for revenue in >420 Points of Sales with avg. target attainment of 158.6%
 - Created countrywide marketing plan to activate 4,457 unused on-premise screens in PoSs
- Oct. 2016 – Feb. 2018 **Various Roles in Sales & Project Management, Various startups**, Leuven (BE) (*Contract*)
- Project Lead for 20+ events (\$300k+ budget, 15,000+ visitors, 90+ volunteers) & Sales

ENTREPRENEURIAL VENTURES

- Mar. 2021 – Present **SME Owner & Founder, Preppally**, Dublin (IE)
- Founder of Preppally, an online career guidance e-learning platform. Developed website, content, email marketing and platform from scratch. Go-to-market & marketing led to >100 paid clients
- Oct. 2021 – Dec. 2022 **Marketing Lead, Nordic-Paradise**, Plovdiv (BG)
- Marketing Lead of Nordic-Paradise, an in-house produced bedding products e-commerce. Grew sales from \$0 to \$0.5 million in annual revenue via social media, search, content & marketplaces

SKILLS AND TECHNOLOGY STACK

Salesforce (CRM), Outreach (SEP), Medallia (CSAT), Calendly (Scheduling), Gong (Rev Intelligence), Asana & Jira (Project Mgmt) Tableau (Reporting), Pardot (Marketing Automation), RingCentral (Phone System), Zendesk (Helpdesk), LinkedIn Sales Navigator Lusha, Cognism & Clearbit (Lead Generation), Google BigQuery & SQL (Data Management), Adobe Creative Cloud (Photoshop)

EDUCATION

- Summa Cum Laude **MSc in Management, ESSEC Business School**, Paris (FR)
- Specialization in Luxury Brands, Product Management, Digital Marketing & E-Commerce
- Cum Laude **MSc in Business Economics, Catholic University of Leuven**, Leuven (BE)
- Specialization in Business Informatics, Economics & Entrepreneurship

ADDITIONAL INFORMATION

- Languages:** Dutch (native), English (fluent), French (proficient)
Hobbies: Website management, Self-education, Travel (>50 countries), Digital course creator
Recognitions: 32x Peer-To-Peer bonuses, 7x Director Approved Spot bonuses at Google & Pinterest ([examples here](#))
Certifications: >15 Additional certifications (6x Google Ads & Tiktok, 4x Outreach, 1x Front-end development, 2x Data visualisation and SQL, 1x Associate Google Cloud Engineer)