

Netherlands Jobs Expertini®

Chief Marketing Officer

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Company: HSO

Location: Netherlands

Category: other-general

We help companies modernize business operations, adopt intelligent automation, deliver real-time performance insights and connect the enterprise – accelerating the impact of digital transformation. Founded in 1987 and recognized as a trusted advisor, HSO is one of the world's top business solution and implementation partners, large enough to serve, small enough to care. We are 100% dedicated to Microsoft technology, with practices that offer our clients a complete set of Microsoft cloud solutions from a single global partner. HSO is a proven global leader with unique delivery capabilities offered from our dedicated Microsoft practices in more than 30 offices across the Americas, Europe, Australia and Asia.

HSO is a Gold Certified partner since 2002 and since 2006 has been a part of the Microsoft Dynamics Inner Circle, a prestige reserved for just 1% of Microsoft partners worldwide.

Within HSO you'll work with Microsoft Dynamics 365, Azure cloud platform and our unique, industry-specific solutions.

About the role

As the Chief Marketing Officer at HSO, you will be instrumental in shaping our company's strategic direction, leading our company's marketing efforts and driving growth through marketing initiatives, innovative campaigns, and effective execution. Working closely with the executive team, you will develop and implement comprehensive marketing strategies that align with HSO's business objectives and showcase our expertise as a Microsoft Partner.

Key Responsibilities

Corporate

Full alignment and belief in, and commitment to HSO's vision

Experience in leading a comprehensive marketing and communications program to advance an organization's mission

Strong brand development and management skills, with a deep understanding of digital and traditional marketing channels and emerging trends

Developing and delivering a global branding and marketing strategy

Understand our "customer", the entire customer experience and the role of communications/marketing in the customer journey

Driving HSO's digital/online presence across media channels (website, LinkedIn, social media, etc), highlighting HSO's propositions (by industry, by service line, by persona, by IP) to relevant audiences, including

- Microsoft sellers – in their respective geographic area, industry, product/specialization/SL and IP

- Microsoft clients, and non-Microsoft clients who want to find/verify the best partner for digital transformation when implementing or maintaining Microsoft Cloud services or applications

- Employees and potential employees who search the best company to work for in digital transformation leveraging the Microsoft Cloud

- Analysts, investors and all other casual visitors interested to know what the company is about

Driving global digital/online lead generation campaigns - in sync with global sales priorities/initiatives

Aligning HSO corporate marketing efforts with Microsoft corporate marketing, identifying opportunities to attract co-funding for marketing activities and coordinating HSO's participation in global Microsoft events

Own the total marketing budget, which includes global and local marketing - staff,

expenses, co-funds, and allocating headcount and budget to BU's based on BU plans/targets/tasks, in collaboration with BU marketing/managing director

Driving continued automation and data insights across the different marketing activities; measure field and corporate effectiveness

Share best marketing practices and prove marketing productivity/results with local MDs.

Field

Experience in executive leadership within a global organization. Has managed a geographically distributed team and worked closely with local teams to drive the adoption of the marketing strategy and agenda

Design and implement high-performing field (BU) marketing teams with targets and KPIs supporting current/next year BP

Ensure field marketing teams are capable to deliver sufficient SQL's, measured in \$, by Industry and by SL

Ensure field marketing teams are integrated and aligned with local Microsoft marketing & sales, as the main source of leads, with a joint marketing/event agenda to drive joint business

Driving local digital/online lead generation campaigns - in sync with local sales priorities/initiatives

Aligning local field marketing efforts with Microsoft local field marketing, identifying opportunities to attract co-funding for marketing activities and coordinating HSO's participation in local events

Providing practical guidance and challenge to BU MDs when it relates to business development activities and ROI

Creating closer alignment between marketing and sales on lead generation, tracking, qualification and conversion processes

Requirements

10+ years of experience leading a Marketing function within a hyper-growth, Microsoft-centric, international environment, preferably with professional services

Worked with the Microsoft ecosystem (preferably in Business Applications – Dynamics and Power Platform) and Microsoft's approach to partner management, marketing- and sales- incentive programs

Experience in being part of a rapidly growing business and a track record of building high-performing teams. Ideally, experienced with working in a Private Equity organisation

A proven record of developing, implementing, and managing a matrix marketing function, across multiple geographies and time zones

A strong influencer, communicator and leader who can get things done

A data-driven background with a strong interest and knowledge of brand and ROI-focused growth marketing

A tech-savvy individual who understands the available and emerging technologies and uses them to maximise experience and engagement. Understand the B2B buyer/influencer digital journey

Experience in assessing market trends and competitor activities and the ability to adapt quickly to changing market conditions

A proven record of operating at both a regional and global level, managing a geographically distributed team and working in close collaboration with local teams to drive the adoption of the marketing strategy and agenda

Experience in collaborating with cross-functional teams, including sales, product development, and customer service

Excellent leadership and team management abilities, with a focus on developing high-performing, high-quality, individuals/teams

The ability to think strategically and, at the same time, have the adaptability to 'get your hands dirty' when needed

Pragmatic and results-driven, with a focus on data and driving tangible business benefits from marketing activities

A native English speaker with excellent communication and interpersonal skills

Preferably based in the UK, CA, NL, DE or US; open to travel – mainly across Europe and North America.

Our HSO Group offices are located in vibrant city of Amsterdam. You will find that occasional visits to our office will be essential and necessary, aligning with our dynamic marketing plans, activities, and agendas.

All applications for this position will be carefully assessed by our teams and will receive feedback by May 15th, 2024, or sooner, depending on the volume of applications received. We understand the importance of timely communication and are committed to ensuring a transparent and efficient application process. Your interest in joining our team is highly valued, and we look forward to providing you with updates as we progress through the selection process.

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