

Barbara van Schuppen, MBA

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Personal Details:

Date of birth: 24 September 1979 • Place of birth: Ede

Nationality: Dutch • Availability: 24-36 hours per week



Director Profile

Marketing / Branding / Team Leadership

Top-performing executive with extensive experience in all facets of marketing strategy, business development, customer acquisition and retention, and C-level partnership. Entrepreneurial minded professional with remarkable background in advising global companies to reach out new potential markets with keen focus on achieving greater productivity. Demonstrated ability to manage multi-million-dollar budget to meet current and future financial needs and requirements. An elite communicator with proven strength translating leadership's vision into executable plans for the team to follow. Strong business acumen and adept at identifying and isolating business challenges, as well as devising solutions to Top-leadership in optimizing revenue stream. Strong commercial flair with proficiency in developing and delivering the yearly performance-driven brand plan, supporting customer acquisition, retention and loyalty both online and offline. Visionary, strategic, and conceptual thinker able to generate new ideas and initiate change.

Areas of Expertise

- Commercial & Marketing Strategies
- Project Governance & Control
- Brand & Market Positioning
- New Business Development
- Category & Product Management
- Revenue Growth & Optimization
- Team Training & Leadership
- Cross-Functional Collaboration
- Customer Service & Satisfaction

PROFESSIONAL EXPERIENCE

Veenendaal Municipality

CONSULTANT MARKETING AND BRANDING (Current)

Initiated the transformation from city marketing to city branding, and have all stakeholders working together as a whole to 'brand' the city instead of parts of it, while convincing the stakeholders including the mayor.

Cobra Art Company BV, Veenendaal

OPERATIONS MANAGER a.i.

(05/2020 – 09/2020)

Ensured continuous operation excellence and improvement, while monitoring and managing all facets of business operations, including finances, marketing and goal-setting. Delivered subject matter expertise, ensuring optimum level of production, monitoring expenses and developing cost-benefit analysis to achievable milestones and timeframes.

Key Achievements:

- Optimized brand visibility by developing KPI's and collaborating with an online agency.

McArthurGlen Designer Outlet, Roosendaal

SENIOR MARKETING CONSULTANT a.i.

(12/2019 – 03/2020)

Enabled the achievement of full business potential by developing the marketing strategy 2020, including both tactical promotions and customer experience events. Led, directed, and mentored marketing executives to accomplish set performance targets related to junior marketing manager.

Key Achievements:

- Developed and deployed COVID-19 recovery scenarios and adjusted marketing strategies from cost savings target.

McArthurGlen Designer Outlet, Roermond

SENIOR MARKETING MANAGER a.i.

(10/2018 – 11/2019)

Ensured effective delivery of the marketing strategy for the centre including media, PR, tourism, research, events and visual executions, while leading an international team of professionals (8 FTE). Recognized for positioning the centre as a social shopping destination for each target audience.

Key Achievements:

- Met and exceeded the 8m footfall objective in 2019 with +9% growth vs 2018.
- Reduced annual media spending through negotiating and collaboration with media agencies resulted in increasing brand visibility.

Klikkie BV, Amsterdam

BRANDING CONSULTANT a.i.

(09/2018 – 10/2018)

Defining and describing the brand essence and values, and developing a brand identity and strategy to transform the business from start-up to scale-up.

Key Achievements:

- In close collaboration with the CEO and investor, developed and launched the brand strategy and initiatives to increase brand awareness and sales and to incorporate and execute into all marketing functions.

Bochane Groep BV, Veenendaal

MANAGER MARKETING

(04/2017 – 08/2018)

Applied working knowledge and experience in leading the marketing department (5 FTE) and direct report to the board of directors as member of the management team. Ensured high-quality sales leads by funnel data optimizing with marketing automation. Delivered strategic support in marketing department steering on conversion for the commercial disciplines in sales for new and used cars, aftersales, and lease and rental services.

Key Achievements:

- Known for leading complete rebranding of the corporate identity, positioning and launch of new car rental company, implementation of marketing automation (Hubspot).

Efteling BV, Kaatsheuvel

MARKETING STRATEGIST a.i.

(05/2016 – 10/2016)

Developing the starting point of all decisions with regard to the strategic framework of long-term projects, consumer journey, product and organizational development to create and ensure growth and sustainable business value.

Royal Philips – Philips Lighting, Amsterdam

GLOBAL BRAND MANAGER LIGHTING a.i.

(05/2015 – 04/2016)

Exercised keen decision making skills in driving effective, relevant and consistent implementation of the lighting brand identity and platform and developing a brand and sub-brand hierarchy and market positioning. Planned and executed brand strategy that support functional, business and/or market needs.

Key Achievements:

- Determined the life cycle of existing products, while collaborating with product and category management.

Royal Philips – Philips Design Lighting, Eindhoven

COORDINATOR COMMUNICATION DESIGN LIGHTING a.i.

(09/2014 – 04/2015)

Delivered support as content consultant for brand campaign story collection, and supported the development of product and category (ambiance) photography for business units, photography audit, brand identity implementation, and global implementation for packaging design.

Key Achievements:

- Served as consultant for category and product management, roll-out of the Philips Lighting story in photography and packaging design, and developed messaging hierarchy.

A.S. Watson Health & Beauty Benelux, Renswoude

DIGITAL MARKETING COORDINATOR, ICI PARIS XL NETHERLANDS a.i.

(12/2012 – 08/2014)

Well-versed in developing, monitoring and analyzing go-to-market strategy, annual plans and campaigns that enabled the achievement of full business potential. Led and directed digital team in developing an online performance driven marketing strategy. Ensured data integrity and reliability through maintaining product data in back-end CMS.

Key Achievements:

- Acknowledged for initiating the optimal digital media mix for the promotion of the online shop.

Additional Experience:

Marcom Manager a.i., Microsoft (2012) | Campaign Specialist a.i., Holland Casino (2011/2012)
Marcom Photography Manager a.i., Philips Lighting (2011) | RTV manager a.i., Efteling (2010/2011)
Marketing Support Coordinator a.i., Efteling (2010) | Digital Project Manager a.i., .bone (2009)
Digital Project Manager a.i., ARA Advertising (2008) | Account Manager, Total Creation (2006/2008)
AV Post Producer, Project Manager en Account Manager, LUKKIEN (2003/2006)

Other Experience:

President at Commercial Real Estate Owners Association, Veenendaal | Founding board member/marketing at Stichting BO viert FEEST, charitable foundation | SVH, Hospitality Certificate (Verklaring Sociale Hygiëne) | BHV, Emergency response certificate (Bedrijfshulpverlener, last update in 2018)

EDUCATION & CREDENTIALS

MBA - Program: Global Executive OneMBA (graduated: 2016)

Rotterdam School of Management (RSM), Erasmus University

European Studies, Bachelor in Communication (graduated: 2003)

The Hague University of Applied Sciences (Haagse Hogeschool)

Technical Skills:

Hubspot | Salesforce | Exact | Tableau | Asana | Trello | Basecamp | Microsoft 365
Photoshop | WordPress | Google Analytics | Google Ads | Facebook Business Manager