



MARJOLEIN BOODE

BUSINESS DEVELOPMENT - PROJECT MANAGEMENT - STAKEHOLDER MANAGEMENT

ABOUT ME

Positive thinker with a can-do mentality mindset and a drive to develop and improve. Born in the Netherlands, traveled around the world. Passionate about cultures, food and beverage, data & technology.
"If you can dream it, you can do it".

CONTACT DETAILS

Email: marjoleinboode@gmail.com
LinkedIn: Marjolein Boode
Phone: +66 65 514 7797
Location: Bangkok - Thailand

TOOLS

Advanced Excel & Powerpoint, SAP, Business Warehouse, PowerBI, SQL, CRM Dynamics, SharePoint, Global Data, Nielsen,

LANGUAGES

NL: Native
EN: Fluent
DE: Basic
ES: Beginner

CERTIFICATES

Gapp Negotiation skills, Agile Masterclass, Stakeholder management, Six Sigma Orange Belt, Heineken Personal-Effectiveness-Program, Train the Trainer, WSET 2, Incoterms, Covey Certificate.

EDUCATION

Master of Science (Msc.)
Innovative Hospitality Management & Master of Hospitality Management
September 2010 - May 2012
Turismo Sant Ignasi (ESADE, Universitat Ramon Llull), Barcelona, Spain - Hotel Management School, Maastricht, Netherlands-Oxford, Brookes University, Oxford, United Kingdom

Bachelor Degree
International Hospitality Management
September 2006 - July 2010,
Stenden University Leeuwarden
April 2008 - June 2008:
Exchange program Thailand / Bali

INTEREST

Travelling, cooking, food & beverage, cultures,
Sports: tennis, skiing, cycling

WORK EXPERIENCE

Customer Marketing Manager Heineken Europe & Global Duty Free

August 2018 - Present

- Drove the annual marketing plans and budgets with internal stakeholders and external partners for 7 markets.
- Scoped and implemented a 2 year portfolio strategy that maximizes ROI.
- Designed and implemented a 3 years channel strategy that prioritized focus channels
- Analysed sales data and developed several dashboards to track sales and promotion performance.
- Scoped and implemented a training program for external partners to optimize execution and increase sales.

Key achievement:

- Increased online sales with 11% by the development and implementation of a new e-commerce strategy for assigned global duty free markets.
- Re-designed and implemented the promotional evaluation process tool used by the sales and marketing department (ytd 2021 - 55 analysed promotions).
- Designed the 3 year airport retail strategy resulting in markets share growth +8%.
- Increased sales by 5% by leading the end-to-end product introduction of Heineken 0.0 and blade in Malta and Luxembourg.
- Increased sales with 3% by developing and implementing a new training program to our partners with focus on sampling and perfect execution.
- Increased sales with 25% and increased penetration with 15% by leading digital marketing campaigns in the shipping industry.

Trade Marketing and Merchandise Lead Heineken Europe Export & Global Duty Free

May 2017 - August 2018

- Designed and implemented the merchandise ordering process for 35 brands in 50 markets, used by 15 stakeholders.
- Led the development of the online commerce portal for internal and external usage (+200 users).
- Drove merchandise stock management at warehouses.
- Led annual agreement with warehouses and key vendors.

Key achievement:

- Optimized ordering process resulting in -10% time spend of 15 stakeholders.
- Decreased warehouse spend by 30% by optimized the inventory process of the warehouses.
- Optimized usage of amount of vendors by -50% and decreased spend by -20% by leading an agency review assessment across the full organization.

Project manager - Customer Success - Commerce Heineken Europe Export

May 2015 - Apr 2017

- Led and controlled end-to-end order delivery.
- Controlled and processed yearly agreements (5+ stakeholders).
- Drove new product introduction from supply chain perspective (5+ stakeholders).
- Analysed monthly sales forecast.

Key achievement:

- Improved inter-company communication and order flow by re-designing the inter-company ordering process resulting in +10% NPS.
- Optimized the forecast accuracy with 7% by implementation of new forecasting process with partners.

CRM Implementation lead- Sales Support Heineken Netherlands

Feb 2013 - Mar 2015

- Project lead in the transformation from CRM Market Maker to CRM Microsoft Dynamics for the Sales Support department.
- Project support / management with focus on process optimization in various projects within the sales support department.

Project Manager Operations - Tele Sales Heineken Netherlands

June 2012 - Jan 2013

Key achievement:

- Decreased out of stock rate with 23% by implementing optimized ordering process resulting in +25% NPS.

INTERNSHIPS

Guest Experience management Trainee Le Meridien (5* Hotel), Kuala Lumpur, Malaysia

May 2011 - October 2011

Thesis: The role of the middle manager while implementing change.

Food & Beverage Trainee The Westin Beijing Financial Street (5*hotel), Beijing, China

Aug 2009 - July 2010

Thesis: Revenue management and training in the food & beverage department.