



BOB OORD

FRACTIONAL BUSINESS DEVELOPMENT DIRECTOR | DUTCH MARKET ENTRY

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in/boboord

EXECUTIVE SUMMARY

Marketing entrepreneur with 25+ years of experience in B2B marketing, SaaS, AI, and scale-ups. Specialized in go-to-market strategy, positioning, demand generation, and driving commercial growth for startups and mid-sized businesses. Combines strategic leadership with a strong hands-on approach to content, AI, lead generation, and growth marketing.

Former agency founder with a successful exit and extensive experience in launching new services, leading business pivots, supporting fundraising rounds, and executing growth marketing strategies.

CORE COMPETENCIES

- Entrepreneurship
- Marketing Strategy
- Building and Leading Teams
- P&L Responsibility
- B2B SaaS Marketing
- Go-to-Market Strategy
- Demand & Lead Generation
- AI & MarTech
- Startups & Scale-ups
- Strategic Partnerships
- Fundraising & Business Exits

HIGHLIGHTS

- VP of Marketing at a VC-Funded Scale-up
- Founded a Cost Reduction Consultancy
- Built a Marketing Agency to 15 FTE
- Preferred Microsoft Marketing Agency
- Launched a Webinar Production Studio
- FD Gazelle Award Winner (2017)
- Successful Exit in 2018
- Led Multiple Startup Pivots
- Involved in Fundraising and Restructuring Initiatives
- Recognized Thought Leader in B2B Content Marketing

BACKGROUND

Business development, entrepreneurship, startups, scale-ups, and technology have been recurring themes throughout my career. I founded Heliview Online and grew it to a team of 15 FTE before successfully selling the company to RIFF Digital Marketing in 2018.

Today, I work as a fractional Business Development Director or CMO for a number of startups and scale-ups, several of which I also invest in. I have extensive experience in launching new products and services, leading reorganizations, repositioning businesses, managing turnarounds, and supporting fundraising initiatives. My background ranges from large-scale Microsoft marketing campaigns to the launch of early-stage startups, always with a strong focus on B2B markets.

As an author, I have written books on B2B Content Marketing and Cost Reduction.

WHAT'S NEXT?

I am looking for French startups or scale ups taking their first steps in the Dutch marketplace. I can help to establish your business in The Netherlands with my 3 step approach: Market Discovery, Market Entry & Commercial Scale Up. I am particularly interested in working with ambitious companies operating in technology, SaaS, AI and professional services.

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PROFESSIONAL EXPERIENCE



February 2025 – Present

Fractional CMO & Investor – Collow

Collow is an AI-powered platform that enables users to quickly and easily create complete e-learning courses. The company is a spin-off of Coders (formerly Young Coders), where the platform was originally developed to train and upskill its own IT trainees.

Key responsibilities and achievements include:

- Defined and executed Collow's positioning as an independent company, distinct from Coders.
- Designed and implemented a lead generation program to support the growth of the e-learning proposition.
- Supported the follow-on funding process for the newly established organization.



February 2024 – Present

Fractional Business Development Director & Investor – Planwisely

Planwisely provides advanced software for production planning within manufacturing processes. The platform launched in 2025 and already serves some major customers in the food industry.

As a marketer and investor, I am responsible for, among other things:

- Providing coaching on entrepreneurship and strategy
- Developing the go-to-market strategy for an AI-driven production planning platform
- Building demand generation and a partner channel



January 2023 – Present

Fractional CMO, Entrepreneur & Investor – The Better Company

The Better Company helps organizations with culture and leadership development. This includes, for example, creating alignment around strategy, strengthening inclusion, and developing leadership in line with an organization's core values. Their clients include companies such as Disney Benelux, Equans, Heineken, and Robeco. The Better Company is a spin-off from Erasmus University and uses a unique methodology to research and develop organizational culture and leadership.

Following the COVID-19 period, I supported The Better Company as an investor and entrepreneur by:

- Leading the restructuring of the organization
- Driving the repositioning of the value proposition
- Developing a new survey and analytics platform
- Building demand generation and a partner channel

Now that the organization is established, my focus is primarily on marketing and finance.



April 2020 – Present

Dutch Marketing Entry Services – Virtual Republic

Through [Virtual Republic](#), I help companies establish and grow their business in The Netherlands using a practical three-step approach:

1. Market Discovery: Determine your opportunity in the Dutch Market
2. Market Entry: Build a pipeline of Dutch opportunities
3. Commercial Scale-Up: Develop local commercial capabilities.

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PROFESSIONAL EXPERIENCE



October 2018 – March 2020

Director Content Marketing – RIFF

Overall responsibility for the B2B content marketing activities of RIFF Digital Marketing in the Netherlands following the acquisition of Heliview Online. In 2019, RIFF was ranked #3 in Emerce's list of "Large Digital Agency Full Service". RIFF was a full-service digital agency helping clients design and deliver end-to-end digital customer journeys. The marketing division was spun off again in 2022 as Tribal Agency.



January 2006 – September 2018

Co Founder, Strategist & Managing Director – Heliview Online BV

Heliview Online was a B2B content marketing agency focused on technology companies. I founded the agency with Heliview as a minority shareholder. Heliview Online acquired Kennisportal.com in 2011. In 2017, we were recognized as an FD Gazelle (a list of the fastest-growing companies in the Netherlands) and launched WebinarTV in 2014.

Heliview Online was an Agency of Record and preferred agency for Microsoft in the Netherlands for partner marketing campaigns. In September 2018, Heliview Online was acquired by RIFF Digital Marketing. Heliview Online was part of Heliview Holding BV through a minority ownership structure, alongside Heliview Conferences & Training and Heliview Professional Marketing Services (telemarketing).



November 2001 – December 2005

Co Founder & Partner – CostFocus BV

Founded a cost-reduction consultancy following the dotcom crisis of 2001.



July 1999 – October 2001

Vice President Marketing – YourNews

A venture capital-backed startup/scale-up focused on syndicated digital content. Responsible for marketing. Supported the commercial development of the UK subsidiary and the relaunch under the Momac brand, which was later acquired by Sandvine.



June 1997 – June 1999

Management Trainee – KPN

Within the management development program at KPN, I spent one year working as an Account Manager Major Accounts and one year as a B2B Marketer.

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EDUCATION



**Harvard
Business
School**

February 2020 – March 2020

Harvard Business School, Cambridge MA, Certificate

Completion of the Foundations of Private Equity and Venture Capital program.



August 1990 – June 1997

Vrije Universiteit Amsterdam, Amsterdam, Master of Science

MSc in Business Economics, with specialization courses in Marketing, Corporate Finance, and Organization & Management.

OTHER

Author

- Blogger for various marketing platforms, including Frankwatching.com, Manceppo, and MarketingProfs
- Author of Implementing B2B Content Marketing
- Author of B2B Content Marketing: The 7 Fundamentals
- Author of Effective Cost Reduction for Facility Management

Speaker

- Webinar moderator at WebinarTV & Webinars.nu (2014–2024)
- Speaker at Emerce: B2B Digital (2019)
- Speaker at Emerce: Digital Marketing Live! (2019)
- Track moderator at Content Marketing World (2018)
- Speaker at CustomerTalk: Lead Generation in 1 Day (2017 & 2018)
- Organizer and co-host of Nacht van de Content (2014 & 2016)
- Speaker at PIM: Innovations in B2B (2015)
- Speaker at B2BMarketing.net: B2B Marketing Belgium Conference (2015)
- Speaker at CMFF: Dutch edition (2015)