

## Personal record

Name : Teekens, Johannes Peter (Ing./BSc)  
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Born : 19-sept-1958, Amsterdam, the Netherlands  
Marital status : Married

### Summary

Motivated seasoned B2B marketing IT professional. Strong planning, coaching and influencing skills. Having worked within the IT Industry throughout my career, I started out in international services for medical equipment, before moving across to marketing for some of the world's largest international IT vendors and channel partners. Reputation for understanding customer needs, integrity, positive attitude, strong communications, organizational, management, influence, negotiation and execution skills. In depth knowledge of IT trends and technologies. Passion for driving and improving customer experiences for solutions. In addition to the functional skills described above, my roles within the industry have allowed me to acquire a well-rounded set of "softer" skills that enable me to deliver against my set objectives in any demanding business environment.

### Specialties

Unique blend of customer insight, marketing and technical expertise developed within the IT industry, enabling me to engage and work at all levels across the business - from identifying customer pain points-, through to implementation of end-to-end solutions to address these issues. Specialties include (services/channel) marketing, solution development, value proposition creation, campaigns, launch/introductions, portfolio management, communications/social media, pricing, market research, business intelligence/analysis, (virtual) team coaching, account/vendor management, trainings, consultancy, customer-, partner-presentations, trade-show support and other events (e.g, VMworld, PTC, MS-TechEd and Gartner IT Expo).

### Professional Experience

**Period : Sep 2011 - Present**

Association : SNIA Europe (Storage Networking Industry Association)

Function : Vice Chair BeNeLux Country Committee.

see <http://www.snia-europe.org/en/communities/regional-committees/benelux-committee/index.cfm>

**Period : Jan 2011 – Feb 2014**

Employer : Dell B.V.

Function : Product Marketing, Senior Consultant, EMEA, Dell Global Storage Solution Marketing (USA)

Supporting EMEA teams, as part of a larger US based organization. Act as EMEA data management evangelist (e.g. Big Data, SdS, Object Storage and Cloud) for both general and specialized sales teams as well as for Dell's customers in EMEA. Main responsibilities:

- Sales Enablement and Support; thought leadership, overall understanding of Dell's data management portfolio, positioning and sales readiness.
- Customer Engagement; evangelize and influence, drive (extend) market awareness and subject matter expert through a variety of marketing mediums.
- Marketing Programs Support; provide support and thought leadership to the (channel) marketing programs around the key elements of GTM strategies and marketing campaigns, ideal target customers materials and specific solution playbooks.

**Period** : **Apr 2009 – Dec 2010**  
Employer : Teekens Consultancy B.V.  
Function : I started my own company. Main objective of this company is to use my past experience in present interim assignments.

**Period** : **Feb 2000 – Mar 2009, Sun Microsystems Inc.**

**Aug 2007 – Mar 2009, Sr. Global Alliance Marketing Manager.**

Worked on strategic SI/ISV alliances. Conducted marketing business intelligence and strategic analysis. Assisted the EMEA volume (country) sales team in support of their volume strategic planning and local execution.

**July 2002 – July 2007, Sr. Global Solution Data Center Marketing Manager.**

Tasked with the global marketing of Sun's Data Center solutions around the combination of services, products, software, incentives and targeted partner alliances offerings. As global GTM Program manager launched these campaigns, shared best practices, success stories, sales-tools, helped and coordinated localization of DM/collateral/telemarketing scripts, customer, partner, (pre)sales presentations, developed Web landing pages, DM lead campaigns. Managed external AR/PR, Top-500 (pre)Sales support.

**Feb 2000 – Jun 2002, Sun Services Marketing Manager Benelux/EMEA**

In charge for Services Benelux marketing for all maintenance and professional services. Managed new services portfolio development around Sun Remote Support, Time-To-Repair, Environmental services, Capacity-On-Demand, Managed services and Sun EMEA services channel programs.

**Period** : **Dec 1994 – Jan 2000**

Employer : InfoProducts/BestWare Holding, today SCC (Utrecht) and Tech Data (Bodegraven)  
Function : Sr. Cluster Manager IBM and HP9000, IBM Authorized Assembler Program Manager (Advanced Fulfillment Initiative), Microsoft Solution Provider Manager and Networking, Managed 5 FTE's

**Period** : **Sep 1992 – Nov 1994**

Employer : Digital Equipment Corp. b.v. Utrecht the Netherlands  
Function : Product Manager volume servers, ISV Power program manager

**Period** : **Sep 1988 – Nov 1992**

Employer : Philips Telecommunication en Informatie Systemen (PTIS) the Hague  
Function : Product Manager Kantoor Automatisering (P4000 & P9m product range)

**Period** : **Feb 1983 – Aug 1988**

Employer : Philips Medical Systems (MSD) Best.  
Function : International Service Product Specialist, Gyroscan, Magnetic Resonance Imaging (MRI),Data Acquisition System.

**Period** : **Aug 1982 – Jan 1983**

Employer : Philips Telecommunication Industrie (PTI) Hilversum.  
Function : PRX-A Test Services Engineer

## **Education**

### **Higher Vocational:**

- BSc, H.T.S. (E) Hogere Technische School), Hilversum (today Hogeschool Utrecht), Differentiation Information Transport (E), Aug. 1978 – Jul. 1982

**Other/academic/university:**

- NIMA-C, (EQF: level 7) ISW Marketing Management, Strategic Marketing Management
- Marketing II (Philips), INSEAD
- NIMA-B, (EQF: level 6) SRM Marketing B, Product Marketing & Management
- NIMA-A, (EQF: level 4), ISW Marketing A

**Course, recent (random order)**

Dell Brand (several), Dell Compellent Top Gun Sales Certification, Dell DX (L200), ISV Ecosystem. Email & File Archiving, Dell Several Equallogic & Data Protection, Dell Global CRM Dell How we Win, How we Conduct, Dell IDM White boarding sales, Dell Legal training for Marketing, Dell SMac (Social Media and Community Professional), New Sun Managers - Managing for Success, Sun Management Excellence - Leading Top Talent, Managing Virtual Teams, Sun, Managing Conflict, ITIL Essentials and Certification Preparation, Computer Systems Validation I - CSV Basics, Mastering Sun Product marketing I – Strategies for Growth and Profitability (Haas, CA), Advanced Commercial Negotiations, Advanced Presentation skills Thriving at Sun - Get Smart about Sun, Sun (Six) Sigma Orientation, Sun CAP Orientation, Sun CAP Application Session, Trademarks Certification, Industrial engineering II, Philips Central Industrial accountancy and Budgeting, Various sales/product training's, Project Management trainings, SFDC, Siebel (CRM) & TAS planning, social media, AR/PR trainings

**Remaining**

Driving-license: A/BE

Languages : Dutch (native), US/UK (fluent) and German (business)

HAM : F (used to be C), Amateur Radio