

Roel Timmermans

COMMERCIAL DIRECTOR & CO-FOUNDER

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Commercial leader with 10+ years of experience in e-commerce and marketing. Track record of scaling D2C platforms to €35M+ revenue, expanding into new markets, and applying practical AI to margin-critical operations.



Commercial Director

PerfecteWijn.nl

MAY 2025 - PRESENT

At PerfecteWijn, I combine e-commerce with practical AI that directly protects and expands margins: from automated taste profiles to customer retention and inventory controls.

- **Commercial Growth:** Realized +26% YoY revenue growth in a structurally contracting wine market.
- **Search Architecture:** Built 202+ structured category pages resilient against major Google Core Updates.
- **Email & Retention:** Implemented Klaviyo and Smile.io for automated repeat purchase flows and loyalty campaigns.
- **International Expansion:** Rolled out commerce operations to Wallonia, establishing presence in French-speaking Belgium.
- **Applied AI:** Developed proprietary AI wine recommendation tools and automated catalog onboarding workflows.

► HIGHLIGHTED PROJECTS

AI Wine Taste Profiler & Catalog Ingestion

Engineered an AI system that constructs verified taste profiles, complexity levels, drinking windows, food pairings, and expert ratings from winery sheets and reviews, reducing manual catalog onboarding to seconds per wine.

PW OS - Commercial Operating System

Internal platform generating evidence-backed commercial pricing and newsletter selections. Enforces margin floors (28% minimum gross margin), inventory run-rates, and statutory cooling-off periods before ranking.

Churn Survey & Automated Win-Back Loop

Automated retention engine that triggers targeted surveys when customers go dormant, categorizing qualitative feedback into churn trends and serving personalized win-back incentives.

Category SEO Architecture

Structured and scaled 202+ semantic landing pages around taste profiles, food pairings, and budgets, maintaining top rankings through major Google updates and driving +26% YoY growth.



Co-Founder

Zivvy.nl

MAY 2026 - PRESENT

Zivvy is a personal finance platform helping Dutch households calculate the financial impact of life decisions and government subsidies. All math runs on a deterministic calculation engine, not an LLM that can hallucinate.

- **Product & GTM:** Co-founder responsible for go-to-market strategy, pricing model, and onboarding.
- **Simplifying Complexity:** Translating intricate Dutch tax and subsidy legislation into a clear, intuitive interface.
- **Development:** Directing agile development cycles connecting verified financial data with user experience.

► HIGHLIGHTED PROJECTS

Omnichannel Content Engine

Content engine where a deterministic core executes verified financial calculations. Language models format these verified results into structured articles and channel-specific social posts with UTM tracking.

Feature Specification & Testing Pipeline

Structured workflow system where product improvements and user issues are automatically prioritized, specified for development, and tested against acceptance criteria.

User Feedback to Feature Pipeline

Automated feedback loop that aggregates user feedback, identifies recurring patterns, and surfaces prioritized product improvements for human review.

Deterministic Calculation Core

Architectural choice separating math from generative AI: subsidies and tax rules run strictly on deterministic code to eliminate calculation errors, reserving AI for plain-language explanations and user onboarding.



Senior Marketing Manager / Head of Creative EMEA Retail
EssilorLuxottica

2019 - 2023

13+ Opco's Served

Led Concept & Creative teams and agile growth for optical retail brands across 13+ operating companies (including GrandVision and Pearle), delivering multi-million Euro lead flows.

Omnichannel

Performance Creative

Lead Generation

Agile Growth



Head of Brand & Senior Manager Ecommerce
Heineken

2017 - 2019

€35M+ D2C Revenue

Scaled Heineken's direct-to-consumer e-commerce platforms (including Beerwulf and The SUB) to over €35 million in revenue with strong year-over-year growth.

- The SUB Campaigns: Led global D2C commercial campaigns including World Cup, Black Friday, and seasonal activations.
- Growth Marketing: Introduced and scaled social paid campaigns and systematic A/B testing workflows.
- Beerwulf Integration: Directed brand alignment following the commercial integration of The SUB and Beerwulf.

D2C E-Commerce

Growth Strategy

Performance Marketing



Digital Marketing Manager Europe
Sound United (Denon & Marantz)

2013 - 2017

2x CRM Engagement

Modernized global marketing CRM and digital operations for premium audio brands Denon and Marantz, using marketing automation to drive customer engagement and reduce returns.

CRM Marketing

Email Automation

Brand Strategy

Omnichannel



Marketing & Communications Lead
Sisow Payment Innovations

2011 - 2013

PSP E-Com Growth

Headed PR, brand positioning, and B2B marketing for Dutch payment service provider Sisow during the expansion of e-commerce payment integrations.

Fintech Marketing

PR & Communicatie

Brand Strategy

B2B Commerce

Commercial

E-COMMERCE STRATEGY

MARKETING STRATEGY

REVENUE GROWTH

RETENTION ECONOMICS

PRICING STRATEGY

Digital & AI

AI MARKETING

SEO ARCHITECTURE

PERFORMANCE CREATIVE

KLAVIYO

SMILE.IO

Open to confidential conversations with founders, executive search consultants, and industry peers regarding commercial leadership, market developments, and strategic opportunities.

COMMERCIAL LEADERSHIP & P&L

D2C & OMNICHANNEL SCALING

MARGIN & PRICING STRATEGY

APPLIED AI & OPERATIONS

Get in touch

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