# Roel Timmermans

COMMERCIAL DIRECTOR & CO-FOUNDER

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Commercial leader with 20+ years of experience in (digitally) scaling D2C e-commerce and consumer brands. Leads modern teams focused on measurable results and scalability, integrating practical AI into daily operations.

## ▸ CURRENT ROLES

### Commercial Director
**PerfecteWijn.nl**

**MAY 2025 - PRESENT**

At PerfecteWijn, I manage commercial P&L and operations with practical AI that directly protects and expands margins: from PW OS and digital sommelier advisory to retention and inventory controls.

- **Commercial Growth & Margins:** Realized +26% YoY revenue growth in a contracting wine market, managing commercial P&L across media, tooling, and development.
- **Commercial AI OS:** Built PW OS as an internal operating platform for process mapping, end-to-end newsletter creation, catalog onboarding, and commercial dashboards.
- **Automated Content & SEO:** Automated content sourcing and generation across thousands of products and categories, resilient against Google Core Updates.
- **Email & Retention:** Rebuilt CRM and customer retention on Klaviyo and Smile.io for automated repeat purchase flows and win-back campaigns.
- **International Expansion:** Rolled out commerce operations to Wallonia, establishing localized presence in French-speaking Belgium.

#### ▸ 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 AI OS**
Internal platform developed for process mapping, end-to-end newsletter creation, catalog onboarding, and commercial performance dashboards.

**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.

**Automated Content Sourcing & SEO Architecture**
Engineered automated content sourcing and generation across thousands of products and categories, 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.
- **Subsidy Insights & Guidance:** Translating intricate Dutch tax and subsidy legislation into clear insights and guidance without LLM hallucinations.
- **Software Development:** Directing agile development cycles connecting verified financial data with user experience.
- **National Media & Press:** National media coverage and validation, featured in AD, LINDA., Brabants Dagblad, and Eindhovens Dagblad.

#### ▸ HIGHLIGHTED PROJECTS

**Brand Film: 'Maar kan dat?'**
Brand film for Zivvy created with an autonomous AI team. A story engineered strictly around what the calculation core can deliver today.

**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.

**PRESS COVERAGE:**

AD ↗ | LINDA. ↗ | BRABANTS DAGBLAD ↗ | ED ↗

## ▸ PREVIOUS EXPERIENCE

### Senior Marketing Manager / Head of Creative EMEA Retail

EssilorLuxottica

**2019 - 2023**

13+ Opco's Served

Led centralized creative operations across 13+ operating companies (including GrandVision and Pearle) and 7,800 stores, managing a lean team (2 freelancers, 2 interns) and 3 external agencies.

- Modular Creative Operations: Directed a lean creative core delivering omnichannel campaigns across 13+ European opcos with minimal overhead.
- Ray-Ban Meta Launch: Led retail campaign communications and in-store materials across Europe for the Ray-Ban Meta smart glasses rollout.
- Eyehealth content: Scalable content program built across 10+ opcos, generating multi-million lead flows and boosting store footfall.
- SEO Infrastructure: Deployed centralized content architecture, reducing external agency copywriting dependencies by over 40%.

`Omnichannel` `Performance Creative` `Lead Generation` `Ray-Ban Meta Launch`

### 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.

- Merger Promotion & In-House Agency: Promoted to Head of Brand Marketing during the strategic merger of The SUB and Beerwulf to lead the integrated creative agency (8 FTE).
- D2C Scale & Growth: Contributed to multi-year triple-digit growth, scaling the consolidated D2C business past €35 million in revenue; responsible for acquisition marketing.
- The SUB Campaigns & CPA: Directed large-scale international retail campaigns (World Cup, Black Friday, holidays) with strict real-time CPA management.

`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.

`Premium Audio` `B2C Content & Comms` `CRM Marketing` `Email Automation` `Omnichannel`

### Marketing & Communications Lead

SSW

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`

## ▸ SKILLS & EXPERTISE

**Commercial**

`E-COMMERCE STRATEGY` `MARKETING STRATEGY` `REVENUE GROWTH` `RETENTION ECONOMICS` `PRICING STRATEGY`

**Digital & AI**

`AI MARKETING` `SEO ARCHITECTURE` `PERFORMANCE CREATIVE` `SHOPIFY` `KLAVIYO` `SMILE.IO`

**Technology & Tooling**

`AI (CODEX, CLAUDE, VOICE)` `BLOOMREACH` `SHOPIFY` `ORACLE ELOQUA` `KLAVIYO` `CREATIVE CLOUD` `GA4`

Get in touch

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