

ROEL TIMMERMANS

Commercial Director & Co-Founder

E-Commerce, Marketing & AI-Driven Scalability

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PROFILE

Commercial leader with 10+ years' experience scaling D2C e-commerce and digital consumer brands. Combines marketing strategy with operational scalability through practical AI: from algorithmic pricing and automated win-back loops to disciplined unit economics. Scaled consumer platforms to €35M+ revenue with healthy contribution margins.

EXPERIENCE

COMMERCIAL DIRECTOR PERFECTEWIJN.NL · D2C Wine E-Commerce (The Netherlands)	2025 - Present
→ Commercial Growth: Realized +26% YoY revenue growth in a structurally contracting wine market.	
→ Commercial OS (PW OS): Built internal operating platform managing pricing floors (28%+ gross margin), purchasing triggers, and automated catalog onboarding.	
→ Applied AI & Retention: Developed AI taste profiling generator and automated churn win-back engine via Klaviyo and Smile.io.	
→ Search & Expansion: Structured 202+ category pages resilient against Core Updates; expanded operations into French-speaking Belgium.	
CO-FOUNDER ZIVVY.NL · B2B SaaS & RegTech (The Netherlands)	2023 - Present
→ Product Architecture: Co-founded SaaS platform for automated subsidy qualification & compliance for Dutch enterprises.	
→ Deterministic Logic: Engineered calculation engine ensuring 100% calculation accuracy with zero LLM hallucinations.	
→ 0 to 1 Delivery: Led product from inception to production: automated document ingestion, live eligibility audits, and client portal.	
SENIOR MARKETING MANAGER / HEAD OF CREATIVE EMEA RETAIL ESSILORLUXOTTICA · EMEA Retail (GrandVision, Pearle, Ray-Ban, Oakley)	2019 - 2023
→ Concepts & Creative: Headed creative direction, concepts, and growth teams across 13+ operating companies.	
→ Omnichannel Scale: Scaled digital retail channels and omnichannel customer touchpoints across Northern Europe and Benelux.	
→ Lead Flows & Growth: Delivered multi-million lead flows and high-converting localized checkout journeys.	
HEAD OF BRAND & SENIOR MANAGER ECOMMERCE HEINEKEN / BEERWULF · D2C E-Commerce (Amsterdam, NL)	2017 - 2019
→ €35M+ D2C Scale: Scaled Heineken's direct-to-consumer platforms (The SUB and Beerwulf) to over €35M revenue with strong YoY growth.	
→ Campaign Execution: Led global commercial activations including World Cup, Black Friday, and seasonal home draught activations.	
→ Merger Integration: Directed brand alignment and platform consolidation following the merger of The SUB and Beerwulf.	
DIGITAL MARKETING MANAGER EUROPE SOUND UNITED (DENON & MARANTZ) · Europe (Eindhoven, NL)	2013 - 2017
→ CRM Modernization: Modernized marketing CRM and lifecycle automation (Oracle Eloqua) for premium audio brands Denon and Marantz.	
→ Customer Engagement: Doubled engagement rates and reduced return rates through automated post-purchase onboarding funnels.	
→ Omnichannel Launches: Managed international digital product launches and dealer marketing integrations across EMEA.	
MARKETING & COMMUNICATIONS LEAD SISOW PAYMENT INNOVATIONS · Fintech & PSP (Breda, NL)	2011 - 2013
→ Fintech Growth: Directed B2B marketing, brand positioning, and partner communications during rapid Dutch e-commerce expansion.	
→ Merchant Integrations: Expanded payment gateway adoption across 200+ online merchants and commerce platforms.	

SKILLS & EXPERTISE

COMMERCIAL LEADERSHIP P&L Management, D2C Growth, Marketing Strategy, Unit Economics, Retention & LTV, Algorithmic Pricing.	DIGITAL & PRACTICAL AI Practical AI Workflows, Category SEO Architecture, Klaviyo & CRM Funnels, CRO, Attribution.	TECHNOLOGY & TOOLING Astro, Next.js, TypeScript, Tailwind CSS, Python, Algorithmic Repricing, Supabase, GA4.
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EDUCATION & PROFESSIONAL CREDENTIALS

Professional Agile Leadership (PAL II) Scrum.org	Certified
Agile Coaching Certified (ICP-ACC) ICAgile	Certified
Agile Team Facilitation Certified (ICP-ATF) ICAgile	Certified

EXECUTIVE DIALOGUE & INQUIRIES

Open for confidential conversations regarding commercial leadership, market developments, and strategic opportunities.