ROEL TIMMERMANS

Commercial Director & Co-Founder

E-Commerce, Marketing & Practical AI

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PROFILE

Commercial leader with 20+ years' 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. Scaled consumer platforms at Heineken to €35M+ revenue.

EXPERIENCE

COMMERCIAL DIRECTOR — 2025 - Present

PERFECTEWIJN.NL · D2C Wine E-Commerce (Berkel-Enschot, NL)

- **Commercial P&L & Growth:** Realized +26% YoY revenue growth in contracting market; steered commercial P&L across media, tooling, and contribution margins.
- **Commercial AI OS:** Developed internal operating platform for process mapping, end-to-end newsletter creation, catalog onboarding, and commercial dashboards.
- **Applied AI & Retention:** AI digital sommelier (beta for 10% of traffic) and automated churn win-back engine via Klaviyo and Smile.io.
- **Content & Expansion:** Automated content sourcing and generation across thousands of products and categories; expanded operations to French-speaking Belgium.

CO-FOUNDER — 2023 - Present

ZIVVY.NL · SaaS & FinTech ('s-Hertogenbosch, NL)

- **Product Architecture:** Co-founded SaaS platform providing subsidy insights and guidance across regulations and allowances.
- **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.
- **Market Validation & Press:** Secured national media coverage and consumer adoption, featured across AD, LINDA., and leading regional newspapers.

SENIOR MARKETING MANAGER / HEAD OF CREATIVE EMEA RETAIL — 2019 - 2023

ESSILORLUXOTTICA · EMEA Retail (Schiphol, NL · GrandVision, Pearle, Ray-Ban, Oakley)

- **Creative & Agency Leadership:** Led centralized creative operations across 13+ opcos and 7,800 stores with a lean team and 3 external agencies.
- **Ray-Ban Meta Launch:** Directed European retail campaign communications and in-store execution for the Ray-Ban Meta smart glasses rollout.
- **Lead Flows & Content:** Generated multi-million lead flows via a scalable Eyehealth content engine across 10+ operating companies.

HEAD OF BRAND & SENIOR MANAGER ECOMMERCE — 2017 - 2019

HEINEKEN / BEERWULF · D2C E-Commerce (Amsterdam, NL)

- **€35M+ D2C Scale:** Helped scale D2C through multi-year triple-digit growth to €35M revenue; responsible for acquisition marketing.
- **Merger Promotion:** Promoted to Head of Brand Marketing during The SUB & Beerwulf merger; led the in-house creative agency (8 FTE).
- **Peak Campaigns & CPA:** Directed large-scale European commercial campaigns and creative testing frameworks with real-time CPA management.

DIGITAL MARKETING MANAGER EUROPE — 2013 - 2017

SOUND UNITED (DENON & MARANTZ) · Premium Audio · B2C Content & Comms (Eindhoven, NL)

- **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 — 2011 - 2013

SISOW PAYMENT INNOVATIONS · Fintech & PSP (Helmond, NL)

- **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

AI (incl. Codex, Claude, voice generation), Bloomreach, Shopify, Eloqua, Klaviyo, Creative Cloud, GA4.

EDUCATION & PROFESSIONAL CREDENTIALS

Professional Agile Leadership (PAL I) | Scrum.org — Certified

Agile Coaching Certified (ICP-ACC) | ICAgile — Certified

Agile Team Facilitation Certified (ICP-ATF) | ICAgile — Certified