

# CHRISTIAAN VAN DER PUT

## CONTACT

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Oak Park, IL

## SKILLS

Augmented / Automated Underwriting

Process Automation

SaaS

NLP

Augmented Reality

Big Data

DMPs

DSP

Client Prospecting

Lead Generation

Digital Marketing

New Product Development

Playbook Developer

CRM Tools - Lead Generation/Tracking

B2B

Investor Funding - VC/PE/Angel

PQL/MQL

APIs

SOC II

Fintech

Artificial Intelligence (AI)

BI

## EDUCATION

**Bachelor of Business Administration**  
**Bachelor of Economics**

**Amsterdam Business School**

## PROFILE

I am an innovative solution developer known for my creative and data-driven approach. I excel at adapting to various industries and situations to turn customers' ideas into reality. I'm not only a quick learner but also an effective teacher, capable of crafting compelling value propositions and gaining support.

My strength lies in active listening and the ability to understand before creating, allowing me to bring a vision to life. I have a talent for building rapport and forming meaningful relationships. With an analytical mindset, I specialize in creating financial, technical, and time-sensitive reporting metrics and presenting them to key stakeholders. Additionally, I have a wealth of experience in team building and talent development, nurturing bench strength within the organization.

## WORK EXPERIENCE

### VP of Sales, North America

Munich Re Automation Solutions

2022-Present

- Consistently exceeded sales targets, playing a pivotal role in the company's expansion and market leadership by achieving 125% of the annual goal in under six months, resulting in a 20% increase in Munich Re's market share in North America.
- Facilitated insurance carriers in the Life, Health, and Group insurance sectors to optimize their policy issuance processes, achieve Straight-Through Processing (STP) targets, and implement advanced underwriting automation. Leveraged AI-driven enhancements to address unmet needs effectively.
- Spearheaded a renowned and high-achieving sales team dedicated to the promotion and sales of Munich Re Automation Solutions throughout North America.
- Formulated and executed strategic initiatives aimed at expanding our market presence by establishing relationships with a majority of insurance carriers operating in North America. This was founded on a deep understanding of our portfolio and offerings, enabling us to tailor solutions to address critical client requirements.
- Successfully onboarded three new insurance carrier clients, expanding our customer base and revenue streams, including two Fortune 500 insurance carriers.

### Director of Sales

MeasureOne

2021-2022

- Built a sales pipeline from the ground up and fostered relationships with key industry figures in both the Fintech and non-Fintech sectors, leading to an annual recurring revenue (ARR) exceeding \$5 million in the initial three months.
- Developed an effective and scalable sales framework for diverse business segments, resulting in elevated revenue and heightened customer satisfaction.
- Formulated product marketing strategies and customized solutions to meet client requirements, continuously enhancing products for optimal impact.
- Crafted comprehensive marketing materials and sales playbooks for various financial services business units, driving increased revenue and greater customer engagement.
- Strategically assembled and led a high-performing team that excelled in collaboration and consistently surpassed all sales targets.
- Cultivated a productive and inclusive workplace environment that not only exceeded expectations but also significantly contributed to the company's overall success.

### Chief Revenue Officer

Nvzn Augmented Reality

2020-2021

- Developed and implemented a comprehensive GTM strategy driven by detailed analysis of market trends and conditions; leveraged trends and a deep understanding of market conditions to stay ahead of the competition and adapt to changes, grew revenue from \$0 to \$400K in ARR.
- Improved sales effectiveness and revenue growth through the use of tailored sales playbooks for each ICP.
- Actively pursued partnerships with top e-commerce companies including Shopify, Big Commerce and SAP.
- Spearheaded the entire sales cycle; implementing a focus on the LAER methodology and driving the execution of effective sales plans. Sourced and nurtured leads through targeted networking, SDRs, and social media marketing, resulting in a 0% churn rate and exceptional customer satisfaction.

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## EXPERTISE

Revenue Management & Growth

Business Plan & Strategy Creation

Client Acquisition & Development

Sales Team Management

Insights and Strategy

Team Builder & Motivator

Cross-functional Engagement

C-Suite, Investor, and Board Meetings

Product Optimization

Pipeline Developer

Content Creator

Visionary

Rapport Builder

Strategic Opert

## LANGUAGES

English



Dutch



German



French



## Chief Revenue Officer - Continued

Nvzn Augmented Reality

- Proactively sought out and engaged with investors, angels, and VC/PE firms to secure initial seed funding; expertly presented business case propositions; highlighted the product's viability, long term defensibility, and early market traction strategies, resulting in successful funding and support from key investors

## VP of Sales & Business Development

WellMedia, Inc.

2018-2020

- Led the Sales and Business Development team for a PE-backed Insurtech startup, offering digital transformation solutions to the SMB space
- Developed and executed a hyper-growth focused sales strategy, leveraging industry knowledge along with the company's competitive features and agility
- Increased the client roster by 300% and increased ARR by over \$1 million within the first 6 months
- Built and maintained a high-performing enterprise solutions sales team of 10+
- Nurtured a collaborative and inclusive work environment and facilitated team building activities resulting in consistently exceeding revenue targets by 50% YOY

## Owner & CEO

UIQ, Inc.

2014 - 2017

- Purchased SuperLeads and renamed as UIQ, Inc. with 75 employees
- Conceptualized, created, and implemented lead generation services program; attracted major insurance companies and brokers; increased clients by 500% in the first 6 months
- Developed new and strengthened existing client relationships, lending presence and support to the sales team for key relationships
- Sought expert opinions and input on the evolving legal landscape within the financial services industry and existing client base
- Created the sales strategies and leadership approaches for the organization, coached the team to execute, achieved a 50% YOY growth rate

## VP of Sales & Business Development

SuperLeads, Inc.

2009 - 2014

- Directed strategy planning for global sales and business development for a private equity funded startup; managed demand generation to drive competitive positioning, higher conversion rates, and efficient customer acquisition; increased client roster by 120 paying clients and revenue by \$1MM within 6 months
- Capitalized on excellent verbal communication skills to drive client relationship development with Fortune 100 – Fortune 500 global financial institutions; attended industry events and trade shows to support executive leadership
- Led new sales operations team members hiring and recruiting strategy; built and maintained a high-performing enterprise solution sales team of 25 direct reports; established a clear vision, drove coordination, and adopted shared product ownership; enhanced performance at both individual and team levels, consistently exceeded revenue target by 150% YoY
- Identified market trends and customer requirements; collaborated with executive and marketing teams to design and implement solutions and go-to-market strategies

## Senior Director of Sales - Midwest

Netblue

2006 - 2009

- Implemented "Pay for Performance" advertising products; developed a go-to-market initiative and established verticals such as Fortune 500 CPG, online education, data sales, payments, and domain management; attracted new major customers to emerging technologies
- Built, developed, and managed global sales teams; grew team from 5 to 30 direct reports within 180 days to support hyper growth strategy; established goals and provided feedback for continuous improvement; team consistently surpassed annual sales goals by up to 48%
- Developed and implemented a sales enablement blueprint for delivering sustainable sales and marketing programs that generated bottom line growth; achieved 150% of quota YoY
- Created an engaging corporate brand identity by conducting a comprehensive brand audit and implementing persuasive branding strategies; increased revenue of hybrid products by \$12M
- Led the team through 8 acquisitions, growing the team across business units and locations