

SIEBELIEN DEFESCHE

Interim Management & Consultancy

Allround marketing professional with a broad perspective on business and people. Independent entrepreneur since 2006 as interim manager and consultant at a senior and management level. Results driven and flexible teamplayer.



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AREAS OF EXPERTISE

Innovation Management

Business Development

Marketing Management

Communication Management

Concept Development

Media Strategy

Category Management

Packaging Design

Positioning

Digital

Activation

Project Management

PROFESSIONAL EXPERIENCE

Kazoi! Consultancy: 2006 – present ***Interim Management & Consultancy***

Projects:

- InnoMotion Ltd (july '25 -): Consultancy Proposition & Business Development new consultancy service; branche: FMCG; activities: proposition and methodology development, demand and lead generation
- Dawn Foods (april '24 – aug '24): Interim Category Marketing Manager EUR & AMEAP Dry; sector: FMCG Food & Beverages; activities: concept and proposition development strategic innovation and renovation projects, category business analyses and support local markets, portfolio optimization, development go-to-market communication and launch packs, development innovation roadmap '25
- Nova Innova (nov '23 – march '24): Interim Growth Marketing & Project Manager; sector: Regentech design; activities: launch proposal POND, supplier agreement Park, project management
- Dawn Foods (may '22 – jan '23): Interim Category Project Manager EUR & AMEAP Frozen; sector: FMCG Food & Beverages; activities: project management NPD projects, crisis-coördination raw materials, launch seasonal promotion, category business analyses, lead marketing transition to new owner frozen bakery business
- The Flexitarian/Carbon Food Deli (feb '21- dec '21): Interim Marketing and Business Development Manager Europe; sector: FMCG Food & Beverages; activities: development global Strategic Playbook, positioning, portfolio development, packaging, photography and design, market research,

communication and activation campaign B-2-B and B-2-C, including websites and social, commercial support sales

- Givaudan B.V. (sept '20 - dec '20): Interim Category Marketing Manager EAME Beverages; sector: B2B Food & Beverages; activities: (co) development strategic roadmap 2021-2025, market research and concept development strategic innovation project region Europe, Africa, Middle East, refresh global trend programme flavours (new normal), marketing support customers
- Dawn Foods (may '20 - aug '20): Interim Category Marketing Manager EUR & AMEAP Frozen; sector: FMCG Food & Beverages; activities: go-to-market several strategic innovation and renovation projects, including launch packs and activation tools
- Givaudan B.V. (nov '19 - april '20): Interim Category Marketing Manager EAME Beverages; sector: B2B Food & Beverages; activities: go-to-market strategic innovation project region Europe, including international promotional Toolkit, market research and concept development strategic innovation project region Europe, Africa, Middle East, marketing support customers, trend- and market analyses
- Koninklijke Verkade/pladis (march '19 – oct '19): Interim Marketing Director BLX, member CMT; sector: FMCG Food & Beverages; activities: managing the productgroups Biscuits, Chocolate and In Between Meals, departments Customer Care and Consumer Market Intelligence; development Strategic Brand Plans 2020-2022, media and communication management and contracts, overall innovation/NPD projects, topline growth initiatives, representative at industry association VBZ, budget management, managing 15 FTE
- Santesa (Dr. Van der Hoog) (sept '18 – march '19): Interim Marketing Manager NL; sector: FMCG Bodycare; activities: ATL communicatie, digital advertising, social media, PR, activations in retail and drugstore channels, development marketing plan 2019, ideation and scoping of several NPD projects, preparation for and transition to new owner of Dr. Van der Hoog
- Collider Amsterdam (dec '17 - aug '18): Project Manager; sector: marketing, advertising and ecommerce technology; activities: responsible for content and organization of international Demo Day, Prep Days and Accelerator Programma 2018, building corporate propositions and pipeline
- Jacobs Douwe Egberts (june '16 – oct '17): Interim Global Category Marketing Manager Liquid; sector: FMCG Food & Beverages; activities: project lead global renovation projects liquid mainstream, project lead global innovation projects liquid premium in concept and feasibility phase, including qualitative and quantitative market research, go-to-market global innovation project, development international booster campaign, performance tracking, scale-up and roll-out liquid premium concept
- Givaudan B.V. (aug '15 - may '16): Interim Regional Marketing & Category Manager EAME Snacks; sector: B2B Food & Beverages; activities: go-to-market strategic innovation projects region Europe, including international promotional Toolkits, market research and concept development strategic innovation project region Africa-Middle East, segment plans EAME 2016-2020, marketing support customers, trend- and marktanalyses, development promotion evaluations
- Douwe Egberts Master Blenders 1753 Professional (oct '14-june '15): Interim Sr International Innovation, Category and Marketing Manager; sector: FMCG Food & Beverages; activities: project lead global go-to-market innovation project, development international communication- and activation campaign (ATL, online), pricing- and distribution strategy, support launch countries, concept development next generation several projects, training academy, development sales tools
- Unilever Food Solutions (march '13- sept '14): Interim Global Category Marketing Manager; sector: FMCG Food & Beverages; activities: project leader global innovation project in concept phase, global renovation and innovation projects core ranges, new brand identity packaging designs, sustainability, archetypes
- Unilever Food Solutions (march '12- feb '13): Interim Global Manager Business Development & NPD; sector: FMCG Food & Beverages; activities: development transferable business model for

international roll-out breakthrough innovation, support launch countries during implementation, development best practises

- SaraLee International Foodservice (april '11-nov '11): Interim International Marketing Manager Portfolio & Innovation, member Innovation Board; sector: FMCG Food & Beverages; activities: development innovation roadmap 2020, feasibility liquid espresso innovation, concept development 2nd appliance new technology, espresso LRP and roadmap 2015, tea LRP and roadmap 2015, defining global product testing program, managing 5 FTE
- SaraLee Global Retail (nov '10-april '11): Interim International Marketing Manager Innovation Core Line Instant; sector: FMCG Food & Beverages; activities: marketing lead in concept and feasibility phase global innovation projects, concept crafting, preference mapping, alignment workstreams and MSU's
- SaraLee International Foodservice (march '10-oct '10): Interim Product Group Manager Portfolio and Innovation NL, member Core Team; sector: FMCG Food & Beverages; activities: marketing lead in feasibility phase global innovation project, building business cases, validation different concept-elements based on quant & qual research, alignment workstreams and MSU's, optimisation international espresso and tea portfolio, managing 2 FTE
- Teleena B.V. (nov '09-march '10): Interim New Business Manager Retail; sector: telecom; activities: generating leads and prospects, creating prospect database, defining business models
- SaraLee/Douwe Egberts Coffee Systems (jan '09-june '09): interim Channel Marketing Manager Business & Institutions, member of OT; sector: FMCG Food & Beverages; activities: channel marketing plans FY10, market segmentation, customer relationship management, segment specific activation, lead generation, managing 5 FTE
- SVP Productions Beijing-Amsterdam ('09-'11): consultancy start-up new company; sector: media; activities: writing business plan, cash flow analyses, explorative meetings with partners and investors
- SaraLee/Douwe Egberts Coffee Systems (jan '08-jan '09): interim Marketing Manager Portfolio, member of OT; sector: FMCG Food & Beverages; activities: start up and building new department, marketing plans FY09 and FY10 coffee (DE/Piazza D'Oro/Laurentis), tea (Pickwick) and water (aQa Pickwick), activation in business and horeca channels, NPD projects, repositioning brands, managing 8 FTE
- PepsiCo International (aug '07-nov '07): interim Sr. Brand Manager Duyvis BLX ; sector: FMCG Food & Beverages; activities: marketing plans 2008, media plans, managing 4 FTE, renovation and innovation projects Core range
- POSTV B.V. (march '07-july '07): interim Business Manager Retail; sector: narrowcasting; activities: project management of pilots and coordination of roll-out
- Nauticall (sept '06-febr '07): consultancy feasibility start-up new company; sector: telecom; activities: writing business plan, negotiations with investors, development of commercial plan

Digitenne BV: 2005 – 2006
Commercial Manager Retail

Nestlé Nederland BV: 1997- 2004

2004: *Communication Manager Nestlé Netherlands*
2002-2004: *Marketing Manager Ice Cream Nederland*
1999-2002: *Senior Product Manager Ice Cream Benelux*
1998-1999: *Product Manager Pet food and Accessories Benelux*
1997-1998: *Junior Product Manager Pet food*

Blokker Nederland BV: 1993-1997

1995-1997: *Product Manager Video Promotion Benelux*

1994-1995: *Communication & Publicity*

1993-1994: *Shop Manager*

EDUCATION

2024: Psychopathology professional education certificate

2021: Agile Scrum Foundation

1991-1992: University of Amsterdam, Postgraduate studies in Economics, Specialization: Marketing

1987-1990: University of Amsterdam, Masters in Communications, Specialization: Information Science

1986-1987: University of Amsterdam, Propedeuse Sociology

1980-1986: High school, Barlaeus Gymnasium, Amsterdam

LANGUAGES

Dutch



German



English



Italian



French



OTHER ACTIVITIES

Marketing Consultancy Expert PUM

> 2026

Owner/entrepreneur Holland Tophorse

> 2025

Investor CIIC, regenerative tech start-ups

> 2023

Jurymember NL Packaging Award

> 2019

Investor Collider, marketing/ ecommerce/adtech start-ups

> 2018

Editorial- and advisory work skintherapist Marjo Horn

> 2008



Horse riding



Gardening



Pilates



Cooking



Painting