

Oosterhout (NL)

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www.moreequality.nl

www.TechTogether.ai

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WENDY MORÉE

*Corporate Executive
Advisory Board
Entrepreneur
CEO/Owner*



Services

- Advisory board services
- Workshops | Mentoring
- Keynote Speaker | Moderator | Host | Facilitator

COMPETENCIES

- Passionate
- Strategic & hands-on
- Authentic Leadership
- Exceptional Networking
- Commercially Driven
- Results Oriented & Enterprise knowledge

Expertise

- Authentic leadership
- Championing equality and inclusion
- AI & Digitalization
- Keynote speaking
- GTM & Sales Strategy
- Partnerships & Playbooks

EXTRACURRICULAR

Member SER Topvrouwen
05/2022 – Present
SER Topvrouwen

**Diversity & Inclusion
Committee Member** | 12/2021
– 01/2024
American Chamber of
Commerce in the Netherlands

Ambassador
10/2021 – Present
CIOTop Netherlands

PROFILE

With over a decade of experience in driving growth and innovation, I bring a strategic yet hands-on approach to leadership, empowering organizations to tackle complex challenges and achieve exceptional results. My expertise spans digital transformation, environmental, social, and governance (ESG) initiatives, diversity, equity, and inclusion (DEI), and commercial Go-To-Market strategies, supported by deep enterprise knowledge and a results-oriented mindset.

I have held leadership roles such as Regional VP at Salesforce, where I successfully scaled initiatives like the Salesforce AppExchange across Global, UKI, and Northern Europe, blending strategic vision with operational execution. My ability to navigate complex organizational landscapes has been recognized globally, earning me honors from NBC.com, Women in Tech, AI Publishing, CEO Vision, and Equals.

Currently serving as a board advisor for Frankly Solutions, Women in AI, and The D2 Collective, I provide valuable insights into cloud technology, artificial intelligence, B2B solutions, and digital transformation. Additionally, I collaborate with CIO Top Netherlands on diversity, equity, and inclusion initiatives, driving meaningful organizational change and fostering inclusive leadership.

My leadership philosophy is rooted in authenticity, empowerment, and results, with a strong focus on building exceptional networks that drive growth. Fluent in both Dutch and English, I bring a global perspective and cultural sensitivity to every engagement.

Beyond board advisory work, I actively support startups through angel investing via MoreEquality and TechTogether.ai, offering guidance on commercial strategies to accelerate growth. By blending strategic expertise with authentic leadership, I help organizations navigate transformation, seize new opportunities, and build sustainable success.

SPECIAL MENTIONS

Official Part of the Dutch Delegation hosted by the Dutch Embassy & Dutch AMCHAM during the US Election 2024 in Washington as Official Observer led by the Dutch Ex-Prime Minister Prof.Dr. JP Balkenende.

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EDUCATION

Prospective Supervisory Boardroom Member

Program/RvC/RvT | 2022

University: TIAS, University of
Tilburg (degree in April 2022)

Softskills for Professionals (NLP
included) | 2021 | ICM

Accelerate | 2021 | Salesforce

Women in Leadership | 2020 |

University Program of Nyenrode

Female Leadership | 2020 |

University Program of Erasmus

Bachelor of Business

Administration – Business Studies
| 2011 – 2014

Avans University of Applied
Sciences

Bachelor of Applied Science -

Management in Tourism and
Leisure | 2002 – 2004

Breda University of Applied
Sciences

Recognitions

**2024: DE&I Consultancy CEO of
the Year** | AI publishing;

Role-model Campaign | **Best**

Female Entrepreneur | Equals;

Top 30 most influential Voices in

Tech | The D2 Collective; **Most**

Inspiring Person Amsterdam |

OpenBare Bibliotheek Amsterdam;

NBC Global Women Thought

Leaders and Their initiatives

2023: Salesforce Women to Watch;

Peak Performers Club

2022: Unseen Hero Award

PROFESSIONAL HISTORY

CEO and Founder | 01/2023 – Present | Moreequality & TechTogether.ai

- **Moreequality BV:** helps organizations bridge generational gaps by integrating technology and preserving essential knowledge. As an advisor, I guide businesses in digital transformation and organizational development, with a strong focus on diversity, equity, and inclusion (DEI). My expertise in governance and talent development ensures companies align strategic initiatives with values, empowering teams to thrive in a rapidly evolving world.
- **TechTogether.ai:** TechTogether.ai is a concept factory focused on connecting generations—kids, adults, and the elderly—through innovative technology solutions. I offer strategic guidance in digitalization and organizational development, helping businesses create impactful, inclusive solutions that promote DEI, community-building, and sustainable growth across all age groups.

Advisory Board Member | 05/2024 - Present | Frankly Solutions, The D2 Collective & Women in AI

- Focus: Networking, Championing equality and inclusion, AI & Digitalization, GTM & Sales Strategy, Partnerships & Playbooks

Regional Vice President Sales Northern Europe | 05/2016 – 01/2023 | Salesforce

- Focus: Revenue Cloud (CLM & CPQ) & Platform (DevOps & Security)
President Women's Network 2016 – 2023 | Salesforce

Account Executive NL and UKI/SaaS Leader | 12/2006 – 05/2016

Progress Software

Develop and execute sales strategies, manage key customer and partner relationships, and lead teams to achieve revenue targets. Collaborate with marketing and product teams, manage sales pipelines and forecasts, and negotiate contracts. Provide sales team guidance and monitor market trends to identify opportunities.

Program Coordinator | 2006 – 2007 | Falck

Digital Marketing Consultant Benelux | 2004 – 2006 | Activision

Assistant to Detectives | 2000 - 2002 | Stekelenburg SOB