

Wendy Morée

Founder & CEO Moreequality® | Fractional Business Development Director | Keynote Speaker | Mentor

Age: 48 years
Education: BSc, BBA and Non Executive Board Program (TIAS)

EXPERTISE

Fractional Business Development | Advisory & Supervisory Boards | Keynote Speaking (Nostalgia & Technology) | Mentoring | Go to Market & Sales Strategy | Business Development at C level | AI Adoption & Digitalisation | Partners & Ecosystems | Authentic Leadership

COMPETENCIES

Passionate | Challenger Mindset | Strategic & Hands On | Exceptional Networking | Commercially Driven | Results Oriented | Enterprising | Sales Focused

CONTACT

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ABOUT

Wendy Morée is an **executive and sales leader with over 20 years in enterprise technology**. She is the **founder and CEO of Moreequality® B.V.** and the **founder of TechTogether.AI® B.V.** Her approach in one line: **old school trust, new school technology**.

As a **female entrepreneur in tech**, a world still largely run by men, and a **solo full time mother to a nine year old daughter**, Wendy runs **two international companies**: Moreequality® B.V. and TechTogether.AI® B.V.

Moreequality® is her company for **fractional business development, advisory and supervisory board work, keynotes and mentorship**.

Wendy opens doors at C level and **builds pipeline on trust instead of pressure**. She helps tech and AI companies sell what they build, and helps leaders **turn fear into excitement and strategy into action**, in a world where five generations work side by side with AI.

Today Wendy is **Fractional Director Business Development at Cumulocity** (AIoT & Industrial IoT), after similar roles for **Ctac** and **Ariqt Global Technologies** earlier in 2026. She is a **non executive advisory board member at Frankly Solutions**, an **ambassador of CIO Top Netherlands** and a **member of the SER Topvrouwen network**.

At **TechTogether.AI®** she runs **AI adoption for teams and executives**: one hands on day where a team builds a working AI agent on their own laptops, and a private one to one track for executives.

Wendy is the author of the mini ebook **How to Be F**king Amazing** and runs **Unlocking Your Leadership Potential**, a twelve week mentorship programme for founders, professionals and leaders who want more confidence, a stronger personal brand and the next step in their career.

In 2024 Wendy was **featured on NBC Washington as one of the Top 35 Global Women Thought Leaders**, and in 2026 **Favikon ranked her #16 among the most influential female CEOs and tech leaders in the Netherlands**. She has spoken on stages such as **INSEAD, AMCS, Qualogy, Salesforce and the Professional Women's Network**.

Before starting her own companies she held senior sales leadership roles in enterprise technology, most recently as **Regional Vice President Northern Europe at Salesforce**, and earlier at **Progress Software**. She built **high performing, resilient sales teams** with customer success at the core, and was President of the Salesforce Women's Network for seven years.

A **commercial hunter, network architect and magnetic leader**, Wendy combines strategic vision, hands on execution and a deep understanding of global markets. Her focus spans **AI, IoT, digital transformation, sales strategy, personal branding and mentorship**, helping organisations and people grab opportunities, handle disruption and grow.

Outside of work, Wendy is a **dressage rider**, and her **daughter** keeps her on her toes and teaches her how to play **Roblox**, mixing personal joy with her passion for connecting generations through technology.

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