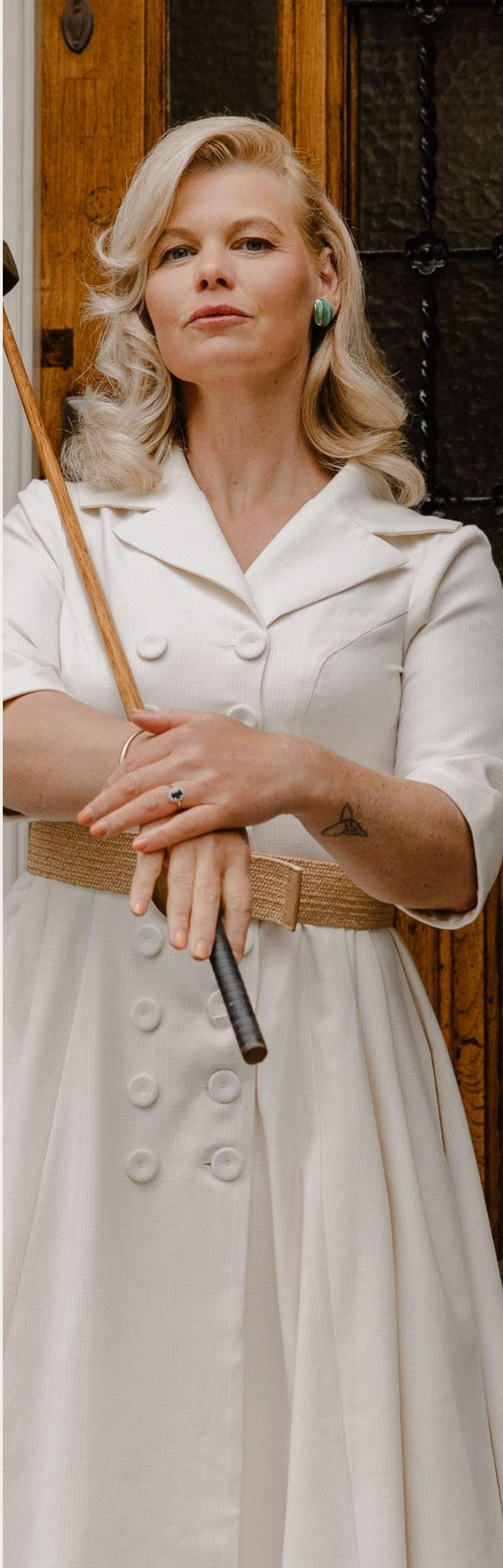
MORE EQUALITY

2026

Services Booklet

Where nostalgia meets innovation

- **Fractional Business Development**
- **Advisory Boards**
- **Keynote Speaking**
- **Mentorship**



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MEET WENDY

About Wendy Morée

Old school trust, new school technology

Wendy Morée is a Dutch tech entrepreneur and sales leader with over twenty years in enterprise technology. Since 2024 she runs her own companies. As a female entrepreneur in tech and a solo full time mother, she runs two international companies: Moreequality® B.V. and TechTogether.AI® B.V.

Today she works as fractional Business Development Director for tech and AI companies, including Cumulocity, sits on the advisory board of Frankly Solutions, speaks on stages across Europe and mentors founders and leaders.

She opens doors at C level and builds pipeline on trust instead of pressure, using a small marketing budget for maximum impact. Her network spans CIO Top Netherlands, where she is an ambassador, and the SER Topvrouwen network of 2,500 executive women.

Before starting her own companies she led regional sales teams in enterprise software, most recently as Regional Vice President Northern Europe at Salesforce, after a decade at Progress Software.

At the core of her work is one belief: real progress comes from bridging generations, not replacing them. Twenty years of corporate tech, combined with the speed of building her own company.

20+
years in enterprise tech sales

11K+
LinkedIn followers, most of them at C level

#16
Favikon 2026, most influential female CEOs and tech leaders

Top 35
Global Women Thought Leaders, featured on NBC Washington 2024

Fractional Business Development | Go to Market Strategy | AI & IoT | Partners & Ecosystems | Lead Generation | Keynote Speaking | Mentoring | Authentic Leadership | Hunter Mindset | Global Network

INSIDE THIS BOOKLET

Four ways to work with me

Most clients start with fractional business development

01 **Fractional Business Development Director**

Your go to market partner for tech and AI, one day a week, without the full time overhead. Strategy, outreach, communities and pipeline, from the first message to the signed deal.

€1,500 per day | page 4

02 **Advisory Board Services**

Operator experience and an international network at your boardroom table.

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03 **Keynote Speaking**

Keynote, chair, panel host or guest on growth, technology and AI.

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04 **Unlocking Your Leadership Potential**

Mentorship for founders and leaders who are ready to own their story.

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> **"What you build, I can sell."**

CHAPTER 01

Fractional Business Development Director

Your go to market partner for tech and AI, one day a week

WHAT THIS SERVICE IS

Most tech and AI companies need senior go to market leadership long before they need, or can afford, a full time hire. As your fractional Business Development Director I build and run the go to market engine for your business: customer profile, messaging, outreach, communities and pipeline, backed by twenty years of enterprise tech sales and a network that opens doors from day one.

I work one day a week for you, spread over the week. That rhythm keeps the momentum going: an introduction on Monday, a trade fair on Wednesday, a customer meeting with your account executive on Friday.

WHY WORK WITH ME

Most consultants hand you a plan and leave. I stay in the work. I write the outreach, make the introductions, visit the trade fairs, bring CIOs and executive women together around your story, and sit next to your team in the customer meeting.

WHAT I DO FOR YOU

- Hunting: one to one outreach to your ideal customers, personal and research driven, never mass email
- Warm introductions through CIO Top, SER Topvrouwen and twenty years of C level relationships
- Events and trade fairs: I represent you, meet people and grow your database
- Communities: masterclasses and executive dinners where real conversations happen
- Team coaching: I guide your sales team, join customer meetings and introduce them to the right people
- Reporting: a monthly, board ready review of what happened and why

FRACTIONAL WORK

Cumulocity
AIoT & Industrial IoT, since February 2026

Earlier:

Ctac
SAP & AI driven business transformation

Ariqt Global Technologies
Enterprise AI

> **Pipeline built on trust, not pressure. Word of mouth is still the best sales methodology there is.**

CHAPTER 01 | THE METHOD

Through the eyes of the customer

Six steps, one day a week, in a cycle that keeps feeding your pipeline

01 Onboard

I get to know your company, products, CRM and team. One to one with every account executive, so I know exactly where I can help.

02 ICP & Tiering

Your ideal customer profile and personas, tiered 1 to 3. Annual reports scanned with AI for buying signals. Existing customers, closed lost deals and renewals included.

03 Messaging

The pain of your customer in their own words. Warm opening, rational drowning, a new way with you as the guide. Tailored per audience.

04 Visibility

Videos, my newsletter to 1,500 readers, LinkedIn with 11K+ followers and a C level questionnaire that puts your name on the table.

05 Communities & Executive Moments

Masterclasses, executive dinners, trade fairs and company visits. I bring CIOs and executive women together around your story.

06 Convert & Handover

First meetings, joined together with your account executive, then a clean handover. A monthly review feeds the next round.

> **One day a week, spread over the week. Hunting, introductions and team coaching run through every step.**

CHAPTER 01

What you get, and what it costs

Fractional Business Development Director

YOU WALK AWAY WITH

- A 30, 60 and 90 day go to market plan built around your ideal customer profile
- An enriched, GDPR proof database of tiered target accounts
- Messaging that speaks the language of your customer
- Pipeline built mostly through warm introductions
- First meetings with C level decision makers
- A sales team that has seen how it is done, up close

WHAT YOU CAN EXPECT

- One day a week, spread over the week, with a weekly rhythm of outreach, follow up and deal support
- Direct access to a network spanning Meta, Cisco, Allianz Technologies, Salesforce and the US and Dutch Embassies
- A monthly, board ready review: what happened and why
- The flexibility to scale days up or down as your pipeline needs change

DURATION & INVESTMENT

Day rate: €1,500 per day

- Maximum 1 day per week, minimum 1 day per month
- Minimum term of 3 months
- Invoiced monthly in advance, payment within 14 days

All pricing excludes VAT, travel time and travel costs.

CHAPTER 02

Advisory Board Services

Strategic insight and an international network, at the boardroom table

WHAT THIS SERVICE IS

Tech boards need more than a financial or legal view. They need someone who has built and led go to market organisations, and who understands how AI, generational change and shifting markets are changing the game. As an advisory board member I bring that operating experience into the boardroom, together with an international network built across Meta, Cisco, Allianz Technologies, Salesforce and the US and Dutch Embassies.

WHY WORK WITH ME

I have sat on both sides of the table: as a corporate executive leading regional sales, and as a founder building my own companies. I ask the questions an operator asks, I bring a challenger mindset, and I bring a network alongside the advice. I completed the Non Executive Board Program at TIAS.

YOU WALK AWAY WITH

- A trusted sparring partner in every board meeting
- Direct access to an international tech and C level network
- Sharper strategic decisions, tested by an operator
- More credibility with investors and partners

WHAT YOU CAN EXPECT

- Quarterly board sessions with clear follow up actions
- Sparring between meetings for time sensitive decisions
- Network introductions within days, not months
- An outside view that keeps strategy honest

DURATION & INVESTMENT

Supervisory and advisory board services: €15,000 per year

- On average 1 day per month
- Invoiced quarterly in advance, payment within 14 days

All pricing excludes VAT, travel time and travel costs.

CHAPTER 03

Keynote Speaking

Keynote, chairperson, panel host or guest on growth, technology and AI

WHAT THIS SERVICE IS

Audiences want a speaker who has lived what she talks about. On stage I bring growth, innovation, technology and AI together with a big dose of nostalgia, tailored to your audience and format. Topics include Nostalgia & Technology, How to Be F**king Amazing, Leadership & Personal Branding, Resilience & Innovation and AI Adoption Across Generations.

WHY WORK WITH ME

I combine boardroom authority with warmth and energy. People do not just hear a talk, they leave with a clear perspective they can act on the next morning. I have spoken for INSEAD, AMCS, Qualogy, Salesforce, Cisco, Allianz Technologies, Workday, META and the Professional Women's Network.

YOU WALK AWAY WITH

- A tailored keynote, panel or chair performance
- An energised, engaged audience
- Takeaways your people can use the next day
- Optional content for your own channels after the event

WHAT YOU CAN EXPECT

- Content tailored to your audience after one briefing call
- In person or online, as chair, host, panelist or keynote speaker
- Thorough preparation, on time, and a speaker who reads the room

DURATION & INVESTMENT

- **Keynote speaker: €2,000**
- **Facilitator or moderator, per day: €3,000**
- **Panel participant: €500**
- **Panel host: €1,500**
- Specific pricing applies for online engagements
- Invoiced in advance, payment within 14 days

All pricing excludes VAT, travel time and travel costs.

CHAPTER 04

Unlocking Your Leadership Potential

Mentorship for founders and leaders who are ready to own their story

WHAT THIS SERVICE IS

Many talented founders and leaders are held back not by a lack of skill, but by a lack of confidence and clarity about their own story. This programme is built on a simple idea: growth starts with owning your confidence and rewriting your own narrative. It is practical, direct and built around real homework, not motivational slogans.

It runs as a 12 week track, starting with a free 1 hour intake. After that you can keep going with a follow up programme or Mentor on call.

WHY WORK WITH ME

I mentor from experience, not theory. I have led regional sales teams at board level and built my own company from zero. I know what it feels like to doubt yourself in a room full of senior people, and I know what it takes to walk into that room differently.

YOU WALK AWAY WITH

- A clear, confident personal story and unique selling point
- Practical tools for networking and personal branding
- A structured path from doubt to ownership
- Homework and reflection prompts you keep using afterwards

WHAT YOU CAN EXPECT

- Twice weekly sessions with real homework in between
- Direct, honest feedback instead of generic advice
- WhatsApp support between sessions with Mentor on call

DURATION & INVESTMENT

- **12 week programme: €1,500** (twice a week, 45 and 30 minutes per session)
- **Follow up programme for former mentees: €1,500** (12 weeks, a session every other week)
- **Mentor on call: €90 per month**, as a one year subscription, invoiced monthly by automatic direct debit (12 x 1 hour or 24 x 30 minutes per year, plus WhatsApp)
- **Single session: €100**
- A shorter 6 week track is available on request

Programmes are invoiced in full in advance, payment within 14 days. All pricing excludes VAT, travel time and travel costs.

MOREEQUALITY

Let's talk.

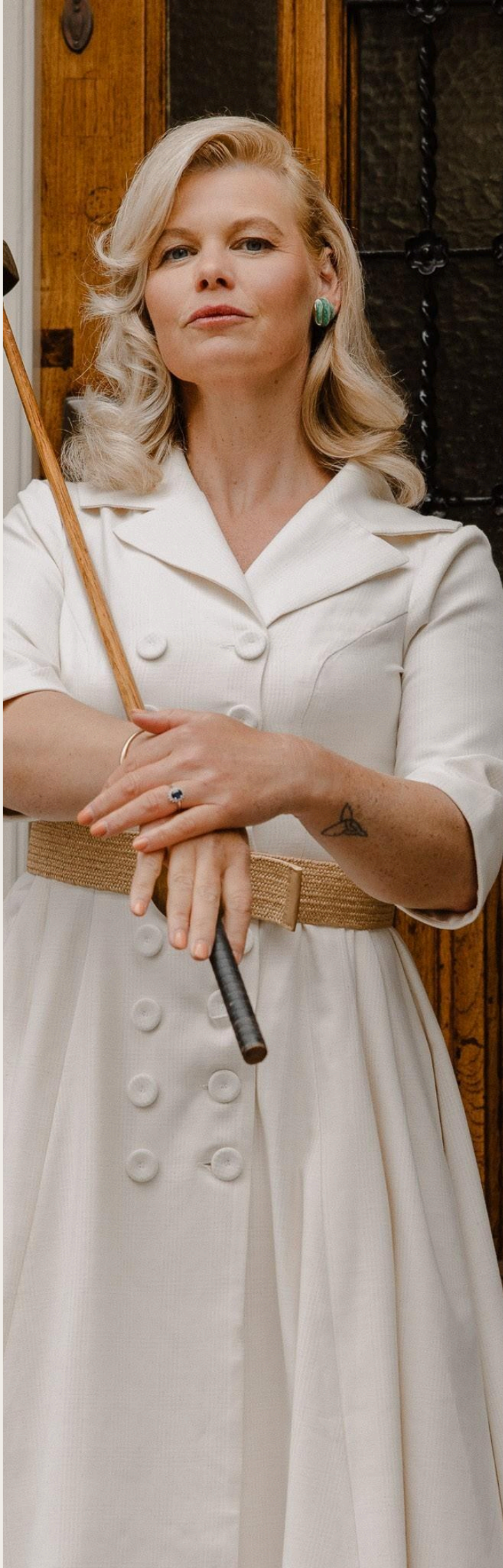
Ready to see what this could look like for your organisation?

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All services are invoiced in advance, payment within 14 days. Prices exclude VAT, travel time and travel costs.