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WENDY MORÉE



Founder & CEO, Moreequality®
Fractional Business Development Director
Board Member & Strategic Advisor
Former Salesforce Regional VP
Keynote Speaker

SERVICES

- Fractional Business Development Director
- Advisory & Supervisory Boards
- Keynote Speaker | Moderator | Host
- Mentoring | Workshops

EXPERTISE

- Go to Market & Sales Strategy
- Business Development at C level
- AI Adoption & Digitalisation
- Partners & Ecosystems
- Keynote Speaking
- Authentic Leadership

COMPETENCIES

- Passionate
- Challenger mindset
- Strategic & hands on
- Exceptional Networking
- Commercially Driven
- Results Oriented & Enterprise Knowledge

EXTRACURRICULAR

Ambassador
CIO Top Netherlands (NetworkC)
08/2024 to present

Member SER Topvrouwen
SER Topvrouwen
05/2022 to present

Corporate Sponsorship Lead
TEDxAmsterdamWomen
03/2023 to 06/2024

President Women's Network
Salesforce
05/2016 to 06/2023

Ambassador
Foodbank Breda
09/2018 to 12/2023

PROFILE

Executive and sales leader with over 20 years in enterprise technology. I open doors at C level, build pipeline on trust instead of pressure, and bring the predictability a board wants to see. Old school trust, new school technology: that is how I work.

As Regional Vice President Northern Europe at Salesforce I led high performing sales teams across Revenue Cloud (CPQ & CLM), Platform (DevOps & Security) and the Salesforce AppExchange, scaled commercial initiatives across UKI and Northern Europe, and helped US selected ISVs bring their go to market into EMEA.

Since 2024 I run my own company, Moreequality®. I work as a fractional business development director for tech and AI companies, sit on advisory boards, speak on stages across Europe, and founded TechTogether.AI® for AI adoption at executive and team level. I am an ambassador of the CIO Top community and a member of the SER Topvrouwen network.

Strategic & Commercial Impact

I help organisations and leadership teams turn vision into commercial results. From defining sales strategy and leading kick offs to hands on execution, I create clarity, focus and momentum. Together we build sales pitches that land, master the sales cycle and handle objections with confidence. I help teams fill their funnel through inbound, outbound and BASHO based approaches, creating visibility, trust and consistent pipeline growth.

Fluent in the language of both the boardroom and the sales floor, I mirror and challenge founders, CEOs and CIOs, and drive the cultural and commercial change needed to win in a technology driven market. Beyond board and advisory work I invest in and mentor startups, and deliver keynotes on five generations working side by side in a world shaped by AI.

SPECIAL MENTIONS

Official Delegate, Dutch Government Delegation to the U.S. Presidential Election 2024 in Washington D.C., led by former Prime Minister Prof. Dr. J.P. Balkenende.

Official Delegate, Dutch Trade Mission to Silicon Valley (May 2023) for the Future of Technology Study Trip, representing Women of the World.

RECOGNITIONS

2026

- #16 Most Influential Female CEOs & Tech Leaders in the Netherlands | Favikon

2024

- Featured on NBC Washington as one of the Top 35 Global Women Thought Leaders
- Top 30 Most Influential Voices in Tech | The D2 Collective
- Most Inspiring Person Amsterdam | Openbare Bibliotheek Amsterdam
- Best Female Entrepreneur | Equals
- Equals Role Model of the Year, Female Entrepreneurship
- AI Publishing Role Model Campaign
- TechGirl of the Week | Women in Tech

2023

- Salesforce Women to Watch
- Peak Performers Club | Salesforce

2022

- Unseen Hero Award
- Listed among the Most Brilliant Female AI Experts in the Netherlands

PROFESSIONAL HISTORY

Founder & CEO | Moreequality® BV

2024 to present

Moreequality® brings old school trust and new school technology together. Through fractional business development, advisory board work, keynotes and mentorship, I help tech and AI companies sell what they build and help leaders grow.

Founder | TechTogether.AI®

2024 to present

AI adoption for teams and executives. Teams spend one hands on day building a working AI agent on their own laptop, and executives follow a private one to one track over four weeks. A brand of Moreequality® BV.

Fractional Director Business Development | Cumulocity (AIoT & Industrial IoT)

02/2026 to present

Driving revenue growth in the Benelux and Nordics through targeted lead generation, high touch outreach and direct access to C suite decision makers. Executing a focused GTM plan across Cumulocity's IIoT product and services portfolio, and acting as Senior Director in customer interactions to build trust and shorten the sales cycle.

Fractional Director Business Development | Ctac (SAP & AI driven business transformation)

05/2026 to 07/2026

Working closely with the Dutch board to drive revenue growth in the Benelux. Opening C level enterprise doors, executing a focused GTM plan across Ctac's SAP and AI portfolio, and leaving a plan and database behind for follow up.

Fractional Director Business Development | Ariqt Global Technologies (Enterprise AI & Digital Transformation)

02/2026 to 05/2026

Driving revenue growth and market penetration in the Benelux and Nordics with a focused GTM plan, targeted high touch outreach and a Senior Director role in customer interactions.

Non Executive Advisory Board Member | Frankly Solutions (Salesforce Revenue Management)

05/2024 to present

Strategic advisory and active business development within the Salesforce ecosystem: opening doors, expanding the partner network and driving Salesforce partnership development.

Fractional GTM & Commercial Advisor | Enliven Empathy (VR/XR)

06/2025 to 04/2026

GTM advisory, sales methodology, and representing the company as Senior Director in enterprise customer interactions.

Non Executive Advisory Board Member | AI4ALL

01/2025 to 12/2025

Advising on long term GTM strategy and European market positioning, and supporting partnership development through my network.

Advisory Board Member | Women in AI Benelux

02/2024 to 02/2025

Expanded the Benelux tech community and connected women in AI across the region.

LANGUAGES

- Dutch, native
- English, fluent
- German, conversational
- Spanish, conversational

MOREEQUALITY

PROFESSIONAL HISTORY

Regional Vice President Northern Europe | Salesforce
05/2016 to 04/2024
Led high performing sales teams across Northern Europe for Revenue Cloud (CPQ & CLM), Platform (DevOps & Security) and the Salesforce AppExchange. Scaled commercial initiatives across UKI and Northern Europe and helped US selected ISVs expand their GTM into EMEA. Also seven years President of the Salesforce Women's Network, leading a team of 11 delivering 24 events a year.

Account Executive & SaaS Strategy Lead NL & UK | Progress Software
12/2006 to 05/2016
Built and executed commercial strategies in the Netherlands and the UK, managed key customer and partner relationships, led teams to consistently hit revenue targets, and drove market expansion through the SaaS transition.

Program Coordinator | Falck
2006 to 2007
Coordinated operational programs and supported organisational initiatives.

Digital Marketing Consultant Benelux | Activision
2004 to 2006
Developed and ran marketing campaigns across the Benelux, driving brand visibility and engagement.

Assistant to Detectives | Stekelenburg SOB
2000 to 2002
Administrative and operational support to investigative teams.

EDUCATION

- Non Executive Board Member Program (RvC/RvT) | TIAS School for Business and Society, Tilburg University | 2022
- Soft Skills for Professionals (incl. NLP) | ICM | 2021
- Accelerate, Executive & Leadership Program | Salesforce | 2021 and 2023
- Women in Leadership | Nyenrode Business University | 2020
- Female Leadership | Erasmus University Rotterdam | 2020
- Bachelor of Business Administration, Business Studies | Avans University of Applied Sciences | 2011 to 2014
- Bachelor of Applied Science, Management in Tourism and Leisure | Breda University of Applied Sciences | 2002 to 2004