



Where Nostalgia Meets Innovation

SERVICES BOOKLET
2026



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About Wendy Morée

Scaling tech portfolios through the eyes of the customer

Wendy Morée is a Dutch tech entrepreneur, keynote speaker and Regional Vice President turned founder, with twenty years of experience in enterprise tech sales, go to market strategy and inclusive leadership. As a Top 10 percent Global LinkedIn Creator, she takes teams on a journey that breaks with conventional sales methodologies, using a minimal marketing budget to achieve maximum impact.

She spent seven years as Regional Vice President at Salesforce, leading the Revenue Cloud and Platform business across Northern Europe, after a decade at Progress Software across various sales roles. Alongside her corporate career, she served as President of the Salesforce Women's Network in the Netherlands for seven years.

Today, Wendy is the founder and CEO of Moreequality BV, working with tech companies as a fractional Business Development Director and Chief Commercial Officer, as an Advisory Board member at Frankly Solutions, and as fractional Business Development Director for Cumulocity. She also mentors founders and leaders through How to Be F*cking Amazing, and is the creator of TechTogether.AI, delivering hands-on AI training through AI Unlocked and AI Customized.

Wendy was named a NBC 2024 Top 30 Global Women Leader, has ranked among the top 3 Female Sales Influencers in the Netherlands on Favikon, and ranks #21 in Technology & Innovation on LinkedIn in the Netherlands, placing her among the top 28 percent of creators worldwide. She has grown a LinkedIn network of over 10,000 followers and has been involved with Rise & Lead for several years.

At the core of Wendy's philosophy is the belief that real progress comes from bridging generations rather than replacing them, balancing the experience of two decades in corporate tech with the fresh momentum of building her own company, a lens she brings from the boardroom to the stage.

EXPERTISE

Fractional BizDev Director, AI & IoT Strategy, Keynote Speaking, DEI Advocacy, Lead Generation, Partnerships & Ecosystems, Mentoring.

COMPETENCIES

Authentic Leadership, Strategic & Hands-On, Results-Oriented, Hunter Sales Focus, Global Mindset.

TOP SKILLS

Strategic Leadership, AI Strategy & Digital Transformation, Mentoring & Talent Development, Go-To-Market Strategy, Diversity, Equity & Inclusion.

INSIDE THIS BOOKLET

Services

Six ways to work with Wendy Morée

01 Fractional Business Development Director

Your go-to-market partner for tech and AI, without the full-time overhead

02 Advisory Board Services

Strategic insight and an international network, at the boardroom table

03 How to Be F*cking Amazing

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

04 Keynote Speaking

Chairperson, panel host, guest or keynote speaker on growth, tech and AI

05 Fractional Chief Commercial Officer

Building a championship sales team, then handing over the keys

06 TechTogether.AI

Hands-on AI training that actually sticks

Fractional Business Development Director

Your go-to-market partner for tech and AI, without the full-time overhead

WHAT THIS SERVICE IS

Most tech and AI companies reach a point where they need senior go-to-market leadership long before they need, or can afford, a full-time hire. This service fills that gap. As your fractional Business Development Director, I build and run the go-to-market engine for your business: strategy, personas, outreach, pipeline and reporting, backed by twenty years of enterprise tech sales leadership and a network that opens doors from day one.

This is not a strategy deck that sits in a drawer. It is hands-on execution, from the first outreach message to the signed deal.

WHY WORK WITH ME

Most consultants hand you a plan and leave. I stay in the work: writing the outreach, making the introductions, and sitting in the deal reviews. I bring seven years as Regional Vice President at Salesforce, a decade before that in enterprise sales, and a personal network built over twenty years that turns cold outreach into warm introductions.

YOU WALK AWAY WITH

- A 30/60/90 day go-to-market plan built around your unique customer profile
- A go-to-market plan and outreach engine live within the first 30 days
- Pipeline built primarily through warm introductions, not cold outreach
- Monthly, board-ready progress reports

WHAT YOU CAN EXPECT

- A structured, weekly rhythm of outreach, follow-up and deal support
- Direct access to a network spanning Salesforce, Meta, Cisco, Allianz Technologies and the US and Dutch Embassies
- Visibility into what is happening and why, every single month
- 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 3 days per month
- New engagements start with a 3-month pilot phase

All pricing excludes travel time, travel costs and tax.

CONTACT

Ready to talk about what this could look like for your organization?

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Advisory Board Services

Strategic insight and an international network, at the boardroom table

WHAT THIS SERVICE IS

Tech boards increasingly need more than a financial or legal perspective. They need someone who has actually built and led go-to-market organizations, and who understands how AI, generational change and shifting markets are reshaping the playing field. As an advisory board member, I bring that operating experience directly into the boardroom, alongside a large international network built across Salesforce, Meta, Cisco, Allianz Technologies 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. That combination means I ask the questions an operator asks, not just the questions an advisor asks, and I bring a network alongside the advice.

YOU WALK AWAY WITH

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

WHAT YOU CAN EXPECT

- Structured quarterly board sessions with clear follow-up actions
- Ad hoc sparring available between meetings for time-sensitive decisions
- Network introductions delivered within days, not months
- An outside perspective that keeps strategic thinking honest

DURATION & INVESTMENT

- Supervisory board services: €15,000 per year (60 hours a year, on average 5 hours per month)

All pricing excludes travel time, travel costs and tax.

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How to Be F*cking Amazing

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 mentorship program is built on a straightforward idea: growth starts with owning your confidence and rewriting your own narrative. It is practical, direct and built around real homework, not motivational slogans.

The program runs as a 6-week or 12-week track, or as an ongoing monthly subscription for continued support.

WHY WORK WITH ME

I mentor from experience, not theory. I have led regional sales teams at board level, and I have 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 exactly what it takes to walk into that room differently.

YOU WALK AWAY WITH

- A clear, confident personal story and unique selling proposition
- Practical tools for networking and personal branding
- A structured path from doubt to ownership
- Homework and reflection prompts you can keep using after the program ends

WHAT YOU CAN EXPECT

- Weekly or twice-weekly sessions with concrete homework in between
- Direct, honest feedback rather than generic advice
- A program you can follow start to finish, in 6 or 12 weeks
- Ongoing support between sessions if you choose the subscription format

DURATION & INVESTMENT

- Single session: €170 per hour
- 6-week program: €1,000 (once a week, 1 hour per session)
- 12-week program: €1,500 (twice a week, 45 and 30 minutes per session)
- Subscription mentorship (1 hour per month plus WhatsApp support): €150 per month, €750 for 6 months, or €1,500 for 12 months

All pricing excludes travel time, travel costs and tax.

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Keynote Speaking

Chairperson, panel host, guest or keynote speaker on growth, tech and AI

WHAT THIS SERVICE IS

Audiences today want more than information, they want a speaker who has actually lived what they are talking about. As a chairperson, panel host, guest or keynote speaker, I bring a strong focus on growth, innovation, technology and artificial intelligence to every stage, with content tailored to your audience and format.

WHY WORK WITH ME

I combine boardroom authority with genuine warmth and energy. Audiences do not just hear a talk, they leave with a clear, energizing perspective they can act on. As one peer put it after a panel I led on breaking the glass ceiling in tech leadership: I have a rare talent for combining authority with inspiration.

YOU WALK AWAY WITH

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

WHAT YOU CAN EXPECT

- Content tailored to your audience, theme and format after a single briefing call
- Delivery in person or online, as chairperson, panel host, participant or keynote speaker
- A track record on stages including Salesforce, Cisco, Allianz Technologies and INSEAD
- A speaker who prepares thoroughly, arrives on time, and adapts to 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

All pricing excludes travel time, travel costs and tax.

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Fractional Chief Commercial Officer

Building a championship sales team, then handing over the keys

WHAT THIS SERVICE IS

Some sales organizations do not need another strategy deck. They need someone in the room who sets the structure, coaches the team directly, and is not afraid to make the hard calls. As fractional CCO, I work hands-on with your team on pipeline hygiene, how to handle customers, and building real confidence, so the team can grow into a championship-league sales organization.

This only works if the right training, rewards, support and products or services are in place. Where they are, people grow fast. Where someone consistently does not perform despite that support, I am direct about it: they get moved to the bench, or moved to a team where they are a better fit.

WHY WORK WITH ME

I am not a salesperson, I am a sales leader. I breathe commercial. With my energy, positivity, knowledge and experience, I bring teams and organizations to a new level. I am a role model and a leader in one, who understands that predictability is the foundation an organization is built on. I build the foundation and the culture, then hand it over cleanly to a permanent sales director. This is bespoke work, always agreed in close consultation, and it is not something I take on lightly or offer to everyone.

YOU WALK AWAY WITH

- A sales team that knows what pipeline hygiene actually looks like
- A team trained in how to handle customers with confidence
- Clear visibility into who is performing, and why
- A clean handover to a permanent sales director once the foundation is in place

WHAT YOU CAN EXPECT

- Predictable pipeline and forecasting, the foundation everything else is built on
- Direct, hands-on coaching with your team, not a report from the sidelines
- Honest, immediate feedback on performance, good or bad
- A culture built around high standards and real support

DURATION & INVESTMENT

- Day rate: €1,500 per day, as a starting point
- Scope and duration agreed in consultation, this is bespoke work

All pricing excludes travel time, travel costs and tax.

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TechTogether.AI

Hands-on AI training that actually sticks

WHAT THIS SERVICE IS

The goal is simple: make tech fun. We want people walking back to the coffee machine able to say something like 'I finally know how to get rid of that dash symbol for good' or 'I built my own agent today'. Those small, concrete wins are what get people talking, and that is what makes change easier.

WHY WORK WITH US

This training is built from twenty years of business experience, so employees learn to use AI smartly and consistently while keeping their creative freedom. We are not here to run your change management process, that is not our job. We make people genuinely understand AI and LLMs, and show them how to use it to their own benefit, the rest follows from that.

YOU WALK AWAY WITH

- A published LinkedIn headline, bio and first post
- A working LinkedIn posting agent your team owns by end of day
- A practical grasp of safe and private LLM settings
- Documented attendance for compliance records

WHAT YOU CAN EXPECT

- One full day, on-site with your team, or individual online sessions
- 100% hands-on, everyone builds on their own laptop
- Live, step-by-step support throughout the day
- An optional follow-up: prep call, build session, and a 7-day check-in

DURATION & INVESTMENT

- Team training: €4,000 per day, max 15 seats
- Individual training: €399 per person (2 sessions of 2.5 hours, or 1 session of 5 hours)
- Follow-up custom agent build: quoted after a 2-hour prep call

All pricing excludes travel time, travel costs and tax.

CONTACT

Ready to bring AI Unlocked to your team?

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