

Wendy Morée

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

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

ABOUT

Wendy Morée is an **executive and sales leader with over 20 years in enterprise technology**. She is the **founder and CEO of Moreequality® BV** and the **founder of TechTogether.AI®**. 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® BV and TechTogether.AI®.

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.

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

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

She held senior leadership roles at **Salesforce**, including **Regional Vice President Northern Europe**, where she led **Revenue Cloud, Platform (Security & DevOps) and Salesforce AppExchange** initiatives across UKI and Northern Europe and helped US selected partners and ISVs bring their GTM into EMEA. She was also President of the Salesforce Women's Network for seven years.

Earlier in her career, Wendy held multiple roles at **Progress Software**, earning a reputation as a **magnetic commercial force**. She built **high performing, resilient sales teams** operating at a **champions league level**, with **customer success at the core**.

CONTACT

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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.

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**.

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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