





RENÉ LANING


HEAD OF (DIGITAL) MARKETING

CONTACT

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 /renelaning

PERSONAL

René Marcel Laning
26-04-1971

Father of 2 daughters (Sophie-Carmen -2005 en Anna-Giulia - 2010) and one son (Mats - 2012)

EXPERTISE

Digital Engagement

People Management

Marketing Management

Brand Management

LANGUAGES

Dutch: native language

English: good to excellent

German: moderate

PROFILE

I am an easy communicating and connecting people manager who easily enlists peoples empathy, motivate them and develop them to higher levels. This has led to a quality improvement of the marketing departments at Moët Hennessy and Samsung. My passion & drive as well as my sense of humor are of help in managing teams, both internal as well as external ones.

I have developed myself in my career to an allround marketer. As co-operating teamleader I acquired broad brandmanagement and digital experience, at strategical as well as at tactical levels. The wide variety of jobs in many different companies have given me a broad view on marketing. It has made me to a seasoned manager that knows the importance of a 360° integral marketing & communication approach and the various buttons that can be touched.

As a resultdriven teamplayer I belief in the simultaneous development of employees and results. My knowledge and skills will be optimally used in a role as (Digital) Marketing Manager / Director. A job that contains a challenge for example in the strengthening of a brand, improve its marketing & communication and professionalise the department that is responsible for it.

WORK EXPERIENCE

Head of Digital Marketing

Fontem Ventures BV | Amsterdam | January 2014 - May 2016

At Fontem Ventures (startup from Imperial Tobacco) I was responsible for all "owned and earned" online activities. In this rather flat organisation I worked mainly with external agencies on strategy and implementation of the Digital Marketing for the brands Reon and Puritane:

- Website Development, Search Engine Marketing, Social Media, CRM
- Development of an unique iconic design for the website of Reon (www.myreon.com) fitting to the dynamic character of this brand.

Apart from the above mentioned Digital Marketing of the brands I have developed a new Corporate Website (www.fontemventures.com) with a refreshing look & feel fitting to the company. Furthermore I have managed the content management.

Owner / Founder

René Laning Marketing | Den Haag | June 2013 - March 2014

Strategic marketing and consultancy. Projecen:

- **Musso ka Yiriwali So** (MKYS) - Burkina Faso
Develop marketing- / introductionplan for selling Shea Butter of MKYS in Europe
- **Child at Venture:** consultant (volunteer)
Improvement in positioning and communication regarding fundraising



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EDUCATION

Digital Camp / Samsung - Leo Burnett @Google | 2010

Leadership Foundation Program, LVMH House Training | 2008

Art of Luxury Branding, LVMH House Training | 2005

Brand Management, Rijksuniversiteit Groningen | 2000

Category Management, Glendinning 1999

Business Economics, Rijksuniversiteit Groningen | 1990-1996

VWO, Augustinus College Groningen | 1983-1990

EXTRA CURRICULAR

HTV Berg & Dal
Development Digital Communication plan / 2016

Het Gilde Den Haag
Language coach for Syrian refugees / 2016

Laning & Nieswaag Wijnen
Owner / Founder / '90-'96

HOBBIES

Cooking & Fine Food with friends

Sports (tennis, cycling, mountainbiking, running)

Travelling

Photography

WORK EXPERIENCE | CONTINUED

Head of Digital Marketing

Samsung Electronics Benelux BV | Delft | March 2010 - June 2013

In this function I have managed online and brandmanagement in first instance, later on I have set up a sound Digital Environment with my team. Most compelling results have been an online platform next to Samsung.com and the full set up of Social Media. With both results my team and I have been global precursor within Samsung Worldwide.

- Managing a team of 11 marketers (4 indirect at Leo Burnett)
- CRM: development of consumer platform SamsungWorld connecting online and CRM additional to the .com environment. Building up a database of 280K within 2 years time.
- Social Media: strategy and implementation from scratch regarding Facebook, Twitter, Pinterest and Youtube; > 100 likes on Facebook in 2 years time
- Samsung.com: growth from 700K to 1,2 mio visitors per month

Marketing Manager

Moët Hennessy Nederland | Baarn | May 2004 - May 2009

At this company I was member of the MT and co-operating teamleader of the marketing team. I was end responsible for all marketing activities of the brands portfolio, a.o. Moët & Chandon, Veuve Clicquot Ponsardin, Dom Pérignon, Krug, Hennessy Cognac, Glenmorrangie, Ardbeg. 11111

- Managing a team of 5 marketers
- Shared responsible for P&L; 5 successive years exceeding targets
- Doubling volume and turnover on whisky brands in 2 years time
- Realised a quality improvement on the marketing department

Senior International Brand Manager

Rémy Cointreau / Bols | Zoetermeer | August 2001 - May 2004

In this role I was co-operating teamleader and brand ambassador for Metaxa.

- Managing a team of 2 Brand Managers and 1 Marketing Assistant
- Brandguardian and brand development via managing of local subsidiaries in Benelux, Canada, USA, Germany, Hungary, Poland, Slovakia and Czech Republic
- Realisation of considerable growth Emerging Markets Central Europe
- NBD: development new Metaxa Style - Gran Olympian Reserve / 12 years old Metaxa. Responsible for concept and design development. Introduction end of 2003.

Brand Manager

Staatsloterij / Friesche Vlag Nederland | Den Haag/ Leeuwarden | 1996 - 2001

Brandmanagement for Staatsloterij, Completa, Domo Langlekker. Worked with small A&P budgets to very large. A.o. developed plan for Staatsloterij for sponsoring of EC Soccerl 2000, development of TV-/radio-commercials and mediaplans