

KEVIN WUYTACK

Commercial Architect | GTM Strategy, Market Development & Strategic Partnerships | European Scale-ups

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ABOUT ME

Senior commercial leader with 14+ years of international B2B experience, focused on building commercial engines that scale beyond me. My career has been about designing go-to-market strategies, opening new markets, building strategic partnerships and architecting commercial organisations across European scale-ups and regulated enterprises. I combine strategic thinking with hands-on build-out and I prefer long-term ecosystem development over short-term quota chasing. Belgian national based in Amsterdam, native Dutch, fluent French, Spanish and English, with eight years of operating experience in Spain.

WHAT I'VE DELIVERED

- **Regional commercial organisation design at Sensorfact.** Lead a 39-person commercial organisation across the UK, Ireland and Nordics. Completed a regional restructure with Team Lead layer, codified pipeline and talent architecture, and secured executive approval for the H2 strategic recovery plan.
- **Two years as founder of my own commercial advisory practice.** Ran Ambiuz for European B2B scale-ups and regulated enterprises, designing go-to-market strategies, partner ecosystems and commercial architectures. Direct engagement with CEOs, CCOs, CROs, General Counsels and Chief Compliance Officers on long-term growth strategy.
- **Multi-sector commercial architecture across 30+ portfolios at Aexus.** Four years building outsourced commercial engines for B2B SaaS, cybersecurity, AI and fintech scale-ups entering EMEA. Market entry strategy, partner channel development and team architecture for scale-ups building their first commercial function.
- **Enterprise partnerships and channel development at Bridgestone EMEA.** Three years designing and managing strategic distribution partnerships across Benelux, DACH, France and Nordics, with annual commercial agreements, pricing architecture and long-term partnership development.
- **Cross-border and multi-lingual European reach.** Native Dutch, professional French and Spanish, fluent English. Lived and worked in Spain for eight years. Operating experience across Benelux, DACH, Nordics, UK/Ireland and Iberia.

EXPERIENCE

Sales Director UK, Ireland & Nordics · Sensorfact (an ABB company)

January 2026 — Present · Amsterdam, Netherlands

Why I joined: I joined to design and build a regional commercial organisation inside a scale-up backed by a listed multinational, and to put the operational architecture in place that would let three markets scale together.

- **Lead a 39-person commercial organisation** across UK, Ireland and Nordics with full P&L responsibility and executive reporting.
- **Designed and executed a regional restructure.** Split UK and Ireland into two dedicated verticals, added a Team Lead layer, and codified pipeline discipline and CRM-hygiene architecture.
- **Secured executive approval for the H2 strategic recovery plan**, built around four pillars: demand generation, conversion optimisation, talent architecture and pipeline hygiene.
- **Rebuilt the talent architecture.** Delivered eleven hires and seven structured exits with a four-phase interview process and six-dimension scorecard built to scale beyond me.

Founder & Managing Partner · Ambiuz

2024 — 2026 · EMEA (Valencia based)

Why I joined: I built Ambiuz to work directly with founders and commercial leaders at European scale-ups where strategic commercial architecture makes or breaks market expansion.

- **Designed go-to-market strategies and commercial architectures** for enterprise clients including LSEG World-Check, Revolut, Finom, MazeBolt, Brainframe, FinScan, Owlin, 3rdRisk, Trust Alliance and Xapien across cybersecurity, GRC, financial crime and regulated financial services.
- **Delivered LSEG's Benelux market entry**, resulting in a €300K contract plus 30-40% average commercial uplift across the client portfolio.
- **Built strategic advisory relationships** at CEO, CCO, CRO, Chief Compliance Officer and General Counsel level on partner ecosystems, pricing strategy and long-term commercial development.
- **Full ownership as founder:** positioning, service design, delivery, financial and operational management.

Sales Manager | Business Development Manager · Aexus

2021 — 2024 · Amsterdam (Valencia based)

Why I joined: Aexus gave me multi-motion, multi-sector commercial architecture experience at scale. I designed market entry and commercial engines for 30+ concurrent B2B SaaS, cybersecurity, AI and fintech scale-ups entering EMEA.

- **Promoted from BDM to Sales Manager after 1.5 years**, then ran a player-coach model managing 12+ BDMs and SDRs while personally closing enterprise deals above €100K TCV.
- **Designed and built outsourced commercial engines** for scale-up clients across Benelux, DACH, Nordics, UK/Ireland and Iberia with market entry strategy, team architecture and operational cadence.
- **Developed strategic channel partnerships** with distributors, system integrators and VARs across Benelux, DACH and Nordics.

Commercial Roles across Iberia · Farvertrans | Lucas Fox | Helloprint

2018 — 2021 · Valencia, Spain

Why I joined: I moved to Spain in 2018 to build commercial fluency in Iberia. Three commercial roles across international logistics, luxury real estate and industrial print e-commerce gave me native-level Spanish and Iberian market operating experience.

Key Account Manager EMEA · Bridgestone EMEA

2015 — 2018 · Brussels, Belgium

Why I joined: Bridgestone gave me my first enterprise partnership leadership role across EMEA, designing and managing strategic distribution partnerships from the Brussels headquarters.

- **Designed and managed strategic distribution partnerships** across Benelux, DACH, France and Nordics for Europe's largest tyre and industrial rubber manufacturer, with annual commercial frameworks and long-term partnership development.
- **Multi-country commercial experience** from the Brussels European headquarters with partner development, pricing architecture and strategic account growth.

Account Manager | Team Lead · Accent Jobs

2012 — 2015 · Brussels, Belgium

Why I joined: First commercial role after graduation. Accent Jobs gave me the foundation in B2B business development and early team leadership experience in the Brussels market.

WHAT I DO WELL

- **Commercial architecture and GTM design.** Designing go-to-market strategies, commercial organisations and operational systems that scale beyond me. Market entry, positioning, pricing architecture and partner ecosystem design.
- **Strategic partnerships and ecosystem development.** Building long-term partnerships with distributors, system integrators, channel partners and strategic alliances. Multi-year commercial frameworks and partnership development.
- **Country and regional commercial leadership.** Running multi-country commercial organisations with full P&L, manager-of-managers responsibility and executive stakeholder engagement.
- **Senior stakeholder engagement across European enterprises.** Direct advisory relationships with CEOs, CCOs, CROs, Chief Compliance Officers and General Counsels on strategic commercial development.
- **AI-embedded commercial thinking.** Master's in Digital Transformation from ESIC (2025). Practical application of AI to commercial architecture, team design and operational workflows.
- **Cross-border and multi-lingual European reach.** Native Dutch, professional French and Spanish, fluent English. Operating experience across Benelux, DACH, Nordics, UK/Ireland and Iberia.

EDUCATION

Master's in Digital Transformation · ESIC Business & Marketing School, Valencia · 2024-2025

Bachelor's in Business Management · Thomas More University College, Belgium · 2012-2015

TOOLS & LANGUAGES

Commercial Methods: MEDDIC, MEDDPICC, SPICED, Solution Selling, Challenger, Partner-led GTM

Commercial Tech: HubSpot, Salesforce, Outreach, LinkedIn Sales Navigator, Gong, Apollo

Languages: Dutch (native), English (fluent), French (professional), Spanish (professional), German (elementary)