



# MARIEKE VAN DEN TOORN



Global Practitioner,  
NETHERLANDS



vandentoorn@exetorgroup.  
com

Marieke is a seasoned strategic transformer and global marketer and has vast experience in strategy development, global marketing, organizational design, change management and building high performing teams. She has worked with highly diverse, international and cross-functional teams across the globe and has significant experience in managing ambiguity and complexity at organization, team and individual level.

Marieke spent the first 12 years of her career in FMCG in national, regional and global marketing roles with Sara Lee Douwe Egberts and Unilever. She then brought her expertise into consultancy and was a Partner at Effective Brands and Kantar Consulting (WPP). She has worked for a wide variety of industries including FMCG, service industry, automotive, pharma and financial services and delivered high impact solutions for her clients. Today Marieke works with individuals, teams and organisations to grow in their leadership role, develop strong teams and deliver sustainable business results.

Marieke utilized her curiosity and natural interest in people as a marketer and has further developed this interest by becoming a certified coach. As a coach she encourages individuals and business leaders to embrace their authentic self, be brave and play big.

## Degree and Certifications

- M.Sc. in Agricultural Economics, Wageningen University
- European Masters, Reading University
- Certified Professional Co-Active Coach
- Barrett Values Centre, CLA, LCP, Positive Intelligence Certified

Marieke loves challenges and thrives on driving business, brands and people growth. She has a real passion to make individuals and teams embrace change they are facing and to implement it in hearts, minds and behaviors.

Marieke lives in Utrecht, the Netherlands, with her husband and two teenage children. She is fluent in English, German and Dutch.