

Ralph Nadolski

Over 20 years of experience in marketing and communications
Sales driven and people oriented manager



Personal data

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Date of birth : February 17, 1970
Nationality : Dutch
Marital status : not married (living together)

Personal profile

Result driven, highly motivated, market and customer oriented, no-nonsense, always willing to improve. Over 20 years of experience in marketing and communications within top companies, managed teams from 9 till 17 employees for 7 years. Except the day-to-day management of the team I like to deal strategic issues. As a member of the management team responsible for budgets between 1 and 3 million Euros. Brought many complex marketing and communications projects to a successful end with my colleagues. Using 'social' and inbound marketing is self-evident. I use insights in market and customers to create successful campaigns and I look over the boundaries of my own discipline to use those insights to improve the service of whole the organization.

Experience/education – Engagement Media (2014)



Position

Social Media Manager at Engagement Media from August 2014 to December 2014.

Within one of the leading social media agencies in the Netherlands I was educated as Social Media Manager on a bachelor+ level. Purpose of the education: Setting up and implementing a social business strategy. One day a week theory and the rest of the week working as a Social Media Manager. Activities: blogging about the sharing economy for platformsocialbusiness.nl, community management for several clients, organization of the Digital Content Marketing Congress B2B-edition, setting up content calendar for clients, analyze twitter conversations, developing a strategy on Twitter and Facebook for retail organization.



Experience – Rabobank Zuid-Holland Midden (2010 – 2014)

Position

Manager Marketing, Communications & Co-operation at Rabobank Zuid-Holland Midden from February 2010 to July 2014.

Responsibilities

After a, for the Marketing & Communications team restless period, I was hired to bring the team to a next level. Main purpose: the team must deliver a structural and accountable contribution to the organization's goals. In 2013 I successfully reorganized the team. As manager of this team of 10 people my most important responsibilities were:

- Marketing: deliver marketing input for the strategic planning cycle, convert strategic annual planning to marketing plans. Execute and evaluate (online) marketing communication campaigns for consumer and business market. CRM, NPS and innovation. Target groups: from students to private banking customers and corporate business clients.
- Communications: corporate and internal communication, PR, labor market communication, change communications, spokesman and crises communication.
- Co-operation: members policy plan, activities for the members of the bank, to enlarge the internal experience of the co-operation.
- Relationship marketing, sponsoring, social media, internet, intranet



Experience – ING (2008 – 2009)

Position

Interim Communications Manager/Formula Manager at ING Amsterdam from May 2008 to February 2009.

Responsibilities

The ING Bank and Postbank merge in 2009 and continued as ING. I was hired to plan and execute the communications directed to the professional intermediary.

My most important responsibilities:

- To set up the communications strategy and the communications plan.
- To make sure that the communications planning was executed by the Formula Managers, S sales organization and sales support.
- To take care for coordination with and support for the activities within the own business and ING wide.
- There where necessary I executed communication activities in cooperation with advertising agencies. In January 2009 the new ING was according to planning successfully introduced to the professional intermediary.



Experience – AEGON (1997 – 2008)

Position

Manager Communication at AEGON Intermediary in Leeuwarden from May 2006 to April 2008.

Responsibilities

The communications team is, among other things, responsible for the positioning of AEGON Intermediary, sales campaigns, relationship marketing, market investigation, internet marketing and database marketing for the intermediary and the associated internal communications. As manager of this team with 17 fte my most important duties were:

- Set up the strategic and operational team plan.
- Manage the larger (communication) projects and product introductions.
- Improve the effectiveness of marketing communications campaigns for the intermediary.
- Professionalize relationship marketing and sales campaigns.
- General management tasks and budget control.

Other positions AEGON

- Senior Communications manager at the marketing department of AEGON Netherlands in The Hague.
- Senior Communications manager at AEGON Intermediary in Leeuwarden.
- Marketing communications manager at AEGON Non Life in The Hague.



Experience - PTT Post (1994 – 1997)

Positions

- Marketing Communications employee with B2B as target market.
- Assistant Chef Postal Traffic.
- Teamleader post office.

Courses

- Post HBO-education Social Media Manager at Engagement Media, 2014
- Management Development program Rabobank Zuid-Holland Midden, 2010 - 2014
- Marketing communications-B (SRM), graduated in September 1996
- Marketing communications-A (SRM), graduated in January 1995
- Training Effective Project management at Van Veen, March 2000
- Several trainings from the KPN Management Development program

Military service (1992 – 1993)

Officer at the Royal Dutch land forces.

Education

- HEAO at the Hogeschool voor Economische Studies in Amsterdam, direction marketing. Graduated in 1992.
- HAVO within the Almere College in Kampen. Graduated in 1988.

Outside work

In my spare time I like walking with my girlfriend and dog. I like good food and fine wines. Holidays I love to spend on my motorcycle. As a ordonance I accompany the Beatrixrun so mentally disabled one day a year can enjoy ride along with a motorcycle with a sidecar.