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| SANNE KANIS**TECH AND MEDIA EXECUTIVE | INTERNATIONAL |TEL +31 641550209 | AMSTERDAM, THE NETHERLANDS****SANNEKANIS@GMAIL.COM****LINKEDIN.COM/IN/SANNEKANIS**  |

**profile** I’m a tech and media executive with a strong track record at leading tech firms Spotify, Google and Booking.com. I’ve held management positions where I’ve built and grown teams to accelerate growth. I have a passion for driving and accelerating revenue and am excited to spot and monetize business opportunities. In 2018, I started consulting full-time and coached various startups and scale-ups on their business challenges. I love being a sparring partner for management teams and boards to empower their entrepreneurial skills and to identify opportunities. With the theories and knowledge I acquired at INSEAD Business School combined with the startup tools and frameworks I know how to steer teams in the right direction. I’d like to combine outlining a strategy with operational excellence, and with my experience at leading and stock-listed tech tech companies, makes me a very good fit for a non-executive role. I am a unique, positive entrepreneur who is analytical, a fast thinker and very focused on results. My data-driven approach brings clarity in discussions and strategy. My curiosity and perseverance to understand how companies and people work, has been key in finding solutions. Specialisms: business development, commercial strategy, sales and marketing.**SKILLS** * Leadership by empowerment
* Strong communicator
* Always focused on spotting, monetizing and accelerating growth opportunities
* Analytical and data-driven
* Extensive international network
* Creative (plan B) thinker
* Entrepreneurial
* Pragmatic consultant: believes in strategy with ‘operational startup-mindset’

**LEADERSHIP EXPERIENCE** NON-EXECUTIVE DIRECTOR • RENEW THE BOOK • 2019 - NOWDevelopment of an innovation challenge to reward the ideas to disrupt the publishing industry (budget €100k, 8 team members). Achievement: defining criteria and main KPIs of the programMENTOR • DUTCH JOURNALISM ACCELERATOR SVDJ • 2019 - NOWMentor for media startup accelerator (6 mentors, €2M budget). Coaching 2 startups to drive revenue growth. Advised on pricing optimization, business models, value proposition and their sales strategy. INVESTOR AND BOARD MEMBER • NEAR ST LTD • 2016 - NOWFirst board member of retail startup Near St. based in London: a company that enables consumers finding inventory in local shops by providing disruptive technology. *Achievements:** Advised and co-created value proposition, commercial strategy
* Supported in pivoting their business from a consumer to B2B-product
* Defined roles & responsibilities and designed org chart to grow from 3 to 15 employees.
* Advised and helped implementing operational best practices such as OKR-planning, feedback sessions and sprint planning.

**EXPERIENCE**CEO • BADNEWS • 9/2019 - NOW*Responsibilities:*Leading [Bad News](https://aboutbadnews.com/), a company that fights fake news by developing online games. Product endorsed by Cambridge University: “*Fake news ‘vaccine’ work‘pre-bunk’ game reduces susceptibility to disinformation.”*Leading a team of four people, based in The Netherlands.*Achievements:** Defined business strategy and planning for 2020-2022.
* Grew pipeline from 0k to 500k within 2 months.
* Preparing investor pitches to raise first seed round in Q1.

CONSULTANCY • 3/2018 - NOW*Responsibilities:*Started my own firm to consult companies within the retail and media vertical on digital growth both in the Netherlands and abroad. Clients are e.g. Business News Radio, Flipboard, Near St, QNIQR, VIVE, AdBirds. BoTown Media and oneUp.Acted as a sparring partner for board on core business challenges.*Achievements:** Drove oneUps revenue from €7 to €10 M (annual) by implementing a new sales strategy where I built new client lists, new pitch decks and executed a new retention strategy.
* Closed 2 new partnerships at oneUp, with a signed contract for €5M (until 2021)
* Created investor pitched that resulted into 2 successful investments

COMMERCIAL OWNER • BOOKING.COM • 12/2016 - 2/2018*Responsibilities:*Responsible for Booking’s loyalty program Genius where I managed an annual revenue of €250M. Developed new go-to-market-strategies, conducted new channel strategies through A/B testing, set up various partner and user research and redefined value proposition.*Achievements:** Grew user base from 16 to 22 million members in 6 months
* Drove partner adoption (hotels) from 100k to 185k with aggressive partner growth strategy and partner referral program
* Optimised product marketing strategy by adding 3 new marketing channels
* Introduced new metrics like LTV and CAC to the company.

DIRECTOR STRATEGIC PARTNERSHIPS • SPOTIFY • 10/2014-11/2016*Responsibilities:*Responsible for closing and managing global partnerships to drive MAUs and subscriptions in the media and entertainment sector.*Achievements:** Closed 5 key bundle deals in key markets accelerating user growth 10x (€8M marketing value, 200k users) BBC, NYTimes, Axel Springer, Televisa, MTV
* Implemented partner growth strategies; i.e. BBC Playlister integration (MAUs +55%)
* Developed unique television format for UK partner to drive MAUs (1M weekly)

HEAD OF SALES STRATEGY AND OPERATIONS • SPOTIFY • 10/2011-9/2014*Responsibilities:*Driving ad sales revenue and operational effectiveness. Partnered with Sales Management on business planning and strategy to set the direction for their respective sales regions. *Achievements:** Managed European team of 10 permanent employees, grew team to 20.
* Responsible for €40-50M annual revenue, drove 30% YoY growth by implementing new customer sales strategy in Europe & APAC
* Developed and launched several tools to improve sales efficiency and advertisers’ performance

SENIOR INDUSTRY ANALYST • GOOGLE • 05/2007-09/2011*Responsibilities:*Creating, analyzing, and driving new growth opportunities. Driving Benelux Business planning, forecasting and quarterly business reviews for all teams. Promotion in May 2009. Last 4 quarter grades: exceeding expectations.*Achievements:** Increased revenue with $20-30 M for no. 1 client EMEA
* Selected for 1-month leadership program in Singapore where I applied best practices of Europe
* Initiated and managed the launch of the Google Barometer: a tool to drive insight in consumer intentions which ensured a 3% uplift in traffic. Reached front coverage of 2 Dutch news papers
* Initiated and executed the first Industry Analyst Summit in Zurich

**EDUCATION**EXECUTIVE EDUCATION • 2011 • INSEAD • FONTAINEBLEAUCompleted modules on Innovation, Strategy, Business Development, Marketing and International BusinessMASTERS IN MUSICOLOGY • 2007 • RIJKSUNIVERSITEIT GRONINGENMasters degree in Musicology. Master Thesis Grade: 8.5 out of 10. Nominated for Master Thesis Award University of Amsterdam**OTHER**AUTHOR Published author of novel [De bubbel](https://debubbel.com/) (‘The Bubble’) in 2019 with Prometheus, one of the largest publishing houses in the Netherlands. First edition was sold out in one week. Many coverage on TV, radio, press and (online) magazines.COLUMNISTWeekly columnist for Saturday edition of [Financieel Dagblad](https://fd.nl/) (Dutch equivalent of Financial Times) with columns about tech and its impact on society. Weekly circulation of 200 k. (starting November 2019)PUBLIC SPEAKERPublic speaker for company events on topics such as culture at tech companies and ethics in tech.Booked by e.g. KPN, Xebia and TedX. Represented by speaker agency [The Next Speaker](https://thenextspeaker.com/). |