

Curriculum Vitae Maringo Vlijter, MA

Vlijter Business Solutions, May - Present

Management Consultancy

VMN Media, April 2019 – April 2022, NL

Publishing Director Professionals Portfolio

Responsible for the VMN Media Professionals Portfolio consisting of; PW, Executive Finance, CM, VMN Academy Portfolio, Salarisnet, OR, Arbo, Carriere.nu, Management Support & the VMN book portfolio.

In this position I am responsible for the P&L and the long term strategy of the full Professionals Portfolio. We are making the digital transformation to a digital paid membership model with the media brands, while we also need to manage and grow the as-is business of events, ads, academy and book products revenue.

I am managing a team of 60 FTE. 5 Publishers and a Marketing Manager are directly reporting to me. The Professionals Portfolio is a double digit revenue portfolio. My reporting line is directly to the CEO.

In this position I am also member of the 6 person management team of VMN Media (275 FTE total).

IDG, December 2011 – March 2019. NL & global

Country Manager Benelux, July 2015 – March 2019

Fully responsible for all P&L activities for IDG Benelux while being part of the global digital IDG organization. We are an organization focused on digital and events. We transformed our organization to a global data, media & services organization with a local footprint. The team consisted of 25 FTE and 5 direct reports.

In this position I was also a member of the IDG global management team.

Publisher IDG Business Media, December 2011- July 2015.

Responsible for the IDG Business Media Portfolio for the brands CIO & Computerworld. The team consisted of 22 FTE (sales, marketing, traffic, online development and the editorial department).

In this position I was also member of the IDG NL management team with 80 FTE.

During this period I was for a period of 3 months simultaneously ad-interim Publishing Director for IDG UK, living and working in the UK.

MexiPI, January 2011 – November 2011, NL

Management Consultant

In this position I advised C-level directors in the formation of their digital strategy. Projects included the Top40.nl and I advised on the digital strategy of IDG as a Management Consultant.

Sanoma, March 2007 – December 2010, NL

Publisher, July 2008 – December 2010

As a Publisher I was responsible for SchoolBANK and the social media strategy of Sanoma. My position entailed P&L responsibility and strategy of the brands. I managed a team of 17 FTE.

I was furthermore member of the Sanoma Management Team (300+ FTE).

Business Developer Sanoma Digital, March 2007 – June 2008

Responsible for conceiving, executing and launching new publishing concepts.

VNU Business Publications, May 2004 -March 2007

Business Developer/Account Manager

Responsible for the IT Cluster Portfolio; selling advertising, digital & events for titles such as Computable and CRN. I specialized in new business development and I played a crucial role in the development of Emerce Eday, the largest tech marketing event in the Netherlands.

In-Win Development, April 2003 – May 2004, NL & Scandinavia

Business Developer

Responsible for the role-out of the Scandinavian distribution market for In-Win, an IT hardware manufacturer.

Big Media Group, April 2002 – March 2003, Worldwide

Media Consultant

As a media consultant I visited a wide range of Eastern European and Asian countries. My responsibility was the market analyses, strategy, sales and project management for the making of country promotional reports, that were published in several international newspapers such as the Daily News and the Weekly Telegraph.

Go Ahead Eagles, 1993 -1996

Professional Soccer Player

Member of the Go Ahead Eagles first team (Eredivisie).

Education, September 1996 – March 2002

University of Amsterdam, NL 2000 – March 2002

Master of Arts in International Relations. I followed courses in International Political Economy, Regional Economic Integration, International Public Law, European integration etc.

Thesis subject; the Effect of Globalization, interpreted through the variables economy, technology and ideology on the European nation-State System. Average Grade 8 (top 10% of class).

Xavier University, Cincinnati, USA 1996 -2000

Bachelor of Arts, double majored in Communications Advertising (3.9/4.0 GPA) and Political Science (3.7/4.0) Graduated Cum Laude.

I was also division I NCAA Soccer Player.

Language Skills

Fluent in Dutch & English