



Jorick Merx

Jorick has eight years of experience in partnerships, strategy, and go-to-market roles across global tech companies. He combines strong relationship skills with analytical and commercial acumen to drive growth. He is a people-focused problem solver with excellent communication skills and a long-term, strategic mindset. Alongside his career in partnerships, he consults small businesses, as well as co-owns and runs World Seed Program, supporting local projects in Eastern Europe with vegetable seeds. In his freetime he develops apps and tools using AI coding agents, including but not limited to a travel companion app and a gym tracker tool.

Contact

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Currently based in Spain, open to relocation to Sydney, Australia.

Education and Internships

Windesheim University of Applied Sciences (NL, 2012 - 2016)

Bachelor of Business Administration, Marketing Economics

Siemens Industry (NL, 2014)

Researched Siemens' communication with top-tier B2B customers and delivered a report advising how to strengthen those relationships.

AlphaRainbow (NL, 2016)

I researched their SaaS enterprise customer-satisfaction platform and delivered a strategic plan to launch a simplified scalable SMB solution.

Languages

Dutch (Native)
English (Native or Bilingual)
Spanish (Beginner)

Criteo (Barcelona, Spain) 2 years

Senior Agency Sales Manager July 2024 - present

- Responsible for all media agency relationships in Northern Europe (10+ markets)
- Built out, pitched and closed complex annual deals to retain and grow agency partners
- Host agency partner workshops to strengthen relationships, drive product adoption and net new revenue
- Delivered XXX% YoY new business revenue growth by strengthening agency relationships
- Hosted consultative selling trainings to account managers

Pinterest (Dublin, Ireland) 4 years

Senior Enterprise Account Manager October 2021 - May 2024

- Owned EMEA-scope strategic partnerships with leading EMEA advertisers (Philips, Heineken, Nike, Adidas, Samsung) and their partners
- Drove product adoption improving advertiser maturity
- Track record of overachieving quarterly targets consistently
- Scaled revenue from €XXK to €2M
- Collaborated with cross-functional teams to address and overcome complex advertiser challenges

Enterprise Account Manager May 2020 - October 2021

- Founding member of the Dutch enterprise client team

Google (Dublin, Ireland) 2.5 years

Senior Agency Strategist June 2018 - May 2020

- Consulted the fastest growing mid-market digital agencies on growth strategy, digital transformation, and full-funnel marketing.
- Provided strategic advisory on client portfolio planning, measurement maturity, and scaling digital performance.

Account Strategist January 2018 - June 2018

- Consulted 100s of fast-growing SMBs on their digital strategy.

SchaalX (Utrecht, Netherlands) 1 year

Digital Trainee September 2016 - December 2017

- Participated in a traineeship program combining digital strategy, analytics, and communication while supporting brands in implementing digital marketing initiatives.