

Ido klein Breteler



Interim executive & senior management at board level

Commercial strategy · Business growth · Organisational change ·
AI · Sustainable impact

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BASED IN

Utrecht, the Netherlands

DATE OF BIRTH

20 August 1974

LINKEDIN

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Most growth problems are not strategy problems. They are leadership and change problems. And now AI adds a dimension on top of that.

PROFILE

That intersection is exactly where I work: as an interim executive across commercial strategy, people-centred change and AI, for scale-ups, SME boards and corporate organisations.

I deliver results that can be verified. Consistent double-digit revenue and EBITDA growth, organisations scaled without losing their culture, successful strategic exits, two consecutive EcoVadis Platinum ratings (top 1% worldwide, the only field marketing agency in Europe) and B-Corp certification. Always together with strong teams.

What sets me apart: commercial execution power, combined with a change approach in which people come along instead of being left behind. AI as a strategic accelerator, sustainability as a structural standard. No experiments. Daily practice.

AVAILABLE FOR

INTERIM · PERMANENT ·
PART-TIME

Interim leadership

Director, management team member or sparring partner to the board

Change management

Growth and change with people on board

Business development

New markets, partnerships and propositions

Marketing

Brand strategy, go-to-market and commercial campaigns

SCALE-UPS

SME

CORPORATE

NETHERLANDS

INTERNATIONAL

EXPERIENCE

INTERIM & EXECUTIVE

iamido.

2002 – present

Independent strategic and commercial advisor, working as an interim executive for scale-ups, SME boards and corporate organisations.

EXECUTIVE ASSIGNMENTS THROUGH IAMIDO.

Director Strategy & Operations

Sep 2020 – present

Client **Caring Fieldmarketing** (INTERIM)

Responsible for strategic, commercial and organisational development, transformation and performance. Connects strategy to execution and anchors sustainability in governance, processes, ownership and daily operations.

EcoVadis Platinum 2024 & 2025

B-Corp 2026

Great Place to Work 3x

FD Gazelle 3x

These recognitions belong to Caring Fieldmarketing; they are not personal certifications.

Director Strategy, Sales & Marketing

Sep 2017 – Sep 2019

Client **CP2 / Face the Public** (INTERIM)

Led commercial strategy and go-to-market execution through a period of rapid growth. As an active management team member, scaled the organisation from 8 to 40 employees within one year while preserving culture and team cohesion, and delivered strong revenue and EBIT growth through new commercial channels and partnerships. Played a key role in strengthening market position and enterprise value, resulting in a successful strategic exit.

8 → 40 FTE

Successful strategic exit

Business Development Manager, Toon

2014 – 2016

Client **Eneco, Toon Smart Energy Platform** (INTERIM)

Built the indirect sales ecosystem and the strategic partnerships behind the growth of the Toon platform. Developed bundled propositions combining energy services with mortgage and insurance solutions, and positioned the platform within new-build housing projects across the Netherlands.

Strategic Advisor International Growth & Digitalization

Aug 2012 – Aug 2013

Client **Rhenoy B.V.** (INTERIM)

International growth and digitalisation for a specialist in certified used car parts. Developed the international strategy and online approach, renewed the brand identity and connected the strategy to a circular growth proposition.

International Director Business Development & Marketing

Aug 2010 – Aug 2012

Client **MMID Full Service Design Team** (INTERIM)

As an active management team member, led international commercial expansion, delivering strong revenue and organisational growth. Launched the medical product BracePlus® in 23 countries, established the German subsidiary and built a distribution network spanning several continents. Coordinated pilots with university medical centres and travelled with the Dutch Ministry of Foreign Affairs to find partners, buyers and manufacturers.

Successful product launch

23 countries

German subsidiary established

Senior Commercial & Marketing Roles

2003 – 2013

Clients **Essent / RWE · KPN · UPC · NUON · OHRA · SNT · CONEQT** (INTERIM)

A range of interim commercial and marketing leadership roles across telecom, energy, financial services and customer contact. Led national marketing and sales initiatives, campaigns and market development programmes that consistently drove brand growth, customer acquisition and market expansion.

Co-Founder · Rocketing, Brand & Activation Agency

Apr 2020 – Aug 2021

Co-founded Rocketing and led the company to a successful exit. Introduced digital field marketing as a new activation format in a sector that still operated mainly physically, and professionalised cashback marketing into a serious instrument, both standalone and within 360-degree brand campaigns.

Successful exit

Founder & Strategy Director · Peaklevel.nl

Sep 2012 – present

A parallel venture alongside iamido.: peak performance and neuromarketing for athletes and business professionals. Translates insights from neuroscience into practical applications for focus, resilience and optimal mental performance.

EARLY CAREER

Business Development & Marketing Director · Infraxs & Energyxs

2000 – 2002

Start-up in energy and metering services. Opened new markets, developed propositions and built partnerships, leading to an acquisition by E.ON.

Sales Manager Benelux · Regus Plc

1997 – 2000

The Dutch operation accounted for 25% of total global Regus revenue. Prepared the Dutch branch for the Regus listing on the London Stock Exchange.

Commercial Talent Programme · Fortis

1996 – 1997

EDUCATION

Work & Organisational Psychology · VU Amsterdam

1996 – 1999

Business Administration · Erasmus University Rotterdam

1992 – 1996

Management, Economics & Law · Utrecht University of Applied Sciences

1991 – 1992

DEVELOPMENT

A continuous investment in staying sharp across disciplines: leadership, strategic negotiation, digital marketing, neuromarketing, data-driven decision making and change management. In recent years, actively built knowledge and hands-on experience with artificial intelligence and its strategic impact on commercial organisations.

CORE COMPETENCIES

Commercial & strategic

Commercial strategy & go-to-market

Business development & market expansion

Strategic partnerships & ecosystems

Negotiation & deal structuring

Revenue growth & commercial performance

AI strategy & implementation

Leadership & organisation

Executive leadership & team development

Stakeholder management & influence

Organisational change & scaling

Change management

Communication & storytelling

ESG & sustainability

ESG strategy & implementation

EcoVadis & B-Corp

Sustainability in governance & operations

Sustainability reporting

AWARDS & RECOGNITION

Platinum 2x

EcoVadis Sustainability Rating

Built the sustainability strategy from the ground up: from no rating via Silver to two consecutive Platinum ratings (score 84 → 86). Top 1% worldwide and the only field marketing agency in Europe.

B-Corp

Certification 2026

Contributed to achieving B-Corp certification as part of an integrated ESG and sustainability strategy.

GPTW 3x

Great Place to Work

As a management team member, contributed to a culture that earned the GPTW recognition three years in a row.

Gazelle 3x

FD Gazelle Award

Recognised three years in a row by Het Financieele Dagblad as one of the fastest growing companies in the Netherlands.

LANGUAGES

Dutch



Native

English



Full professional

German



Professional working

Spanish



Elementary

REFERENCES

AVAILABLE ON REQUEST



Ido has a rare ability to understand complex business and product environments almost immediately. Beyond his strategic insight, he played a valuable role in preparing and positioning the organisation for a successful sale. He strengthened both our commercial story and our overall appeal to potential buyers.



With Ido on board you have a strong team captain. He sets the pace, keeps everyone sharp, brings out the best in people and makes the journey enjoyable at the same time.



What I value most is his combination of sharp analytical thinking and genuine positivity. He challenges you in exactly the right way, brings energy to the team and is simply a pleasure to work with.

Let's meet.

CALL

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