

René Andreasi-Bassi

FRACTIONAL & INTERIM CMO

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Location: Leiden, The Netherlands

EXECUTIVE PROFILE

Forward-thinking, results-driven senior marketing executive with a proven track record in accelerating sustainable growth for international networks, scale-ups, and tech companies. With deep expertise in strategic brand positioning, data-driven growth marketing, operational efficiency, and modern search-ecosystems (including AI LLMs), I effectively bridge the gap between high-level business vision and groundbreaking digital execution. A strategic leader who seamlessly combines a strong corporate background with an agile, entrepreneurial mindset to structure marketing departments, coach high-performing teams, and realize predictable, scalable revenue.

CORE EXPERTISE & SKILLS

- ✓ Commercial Growth Leadership
- ✓ AI-Driven Marketing Systems
- ✓ International Growth Expansion
- ✓ GTM & Demand Generation
- ✓ Marketing Transformation
- ✓ Team & Capability Building
- ✓ Brand & Market Positioning
- ✓ Performance & Acquisition
- ✓ Executive Stakeholder Alignment
- ✓ Scalable Marketing Operations

PROFESSIONAL EXPERIENCE

Hey René

May 2018 – Present

Fractional & Interim CMO — Leiden, The Netherlands

Following a successful corporate career at leading international networks (The Walt Disney Company, Discovery, NBCUniversal), I deliberately chose interim leadership and entrepreneurship over the past years. In this role, I act as a strategic Chief Marketing Officer for high-growth scale-ups and tech companies looking to professionalize and digitalize their marketing infrastructure. I combine the strategic thinking power of an international corporate with the agility, execution power, and technological edge of a SaaS entrepreneur. Expert in building high-performing teams, international market positioning, and setting up data-driven commercial marketing funnels that directly contribute to revenue growth.

KEY ACHIEVEMENTS & TRACK RECORD

- **Tech Entrepreneurship & SaaS:** Founded and scaled TermSniper internationally. This AI-driven B2B SaaS platform is used worldwide by hundreds of marketing professionals, demonstrating my hands-on edge in efficient AI workflows.
- **Successful M&A Exit:** Full end-to-end responsibility for building, scaling, and the strategic sale (M&A exit) of an international digital asset portfolio and content platform for €450,000 in 2020.
- **Strategic Growth Leadership:** Served as an interim CMO and growth partner to professionalize the digital marketing strategy of ambitious organizations, with a sharp focus on ROI, market positioning, and scalable acquisition metrics.
- **From 0 to €329k+ Revenue:** Launched a digital venture from scratch, resulting in over €329,000 in revenue within the first three years through the deployment of a proprietary, 100% automated AI content and acquisition strategy.
- **Thought Leadership:** Recognized strategic partner and frequent contributor in the field of modern marketing and AI ecosystems for leading industry platforms, including Emerge, Frankwatching, and Marketingfacts.

FUGA

January 2016 – April 2018 (2 Years 4 Months)

Head of Digital Marketing & Promotions — Amsterdam Area, Netherlands

Recruited to build up the B2B digital marketing and promotions department from scratch at this global music tech and services company. Focused on expanding international marketing capabilities and strengthening core relationships with global media platforms.

- Built, structured, and managed the initial B2B digital marketing division, driving international reach.
- Hired and led an expert marketing team of 8, establishing clear, scalable workflows and practical execution tools.
- Strengthened corporate relationships with major streaming platforms including Spotify, Apple, and Amazon to maximize campaign visibility.
- Developed flexible strategy templates tailored to serve a wide variety of complex campaign and commercial goals.
- Extended services to encompass non-retail channels, significantly boosting web traffic from diverse, sustainable sources.
- Collaborated closely with the sales division to support enterprise client acquisition and demonstrate exact marketing ROI.

Managed Clients: STMPD RCRDS (by Martin Garrix), Wall Recordings (by Afrojack), Revealed Recordings (by Hardwell), Spinnin' Records, Domino Records, V2 Records, Excelsior Recordings, bitbird, Protocol Recordings, Arts & Crafts.

The Walt Disney Company

July 2013 – December 2015 (2 Years 6 Months)

Senior Promotions Producer — Amsterdam Area, Netherlands

Responsible for the full production cycle of critical marketing projects for Disney and Marvel properties, with a strong focus on quality, brand consistency, and international scalability.

- Managed and produced recurring high-profile marketing campaigns from initial ideation through to final delivery.
- Directly oversaw end-to-end operational cycles: concept design, cross-functional planning, budgeting, and final production.
- Ensured all marketing assets were built localization-ready to facilitate flawless international roll-outs.
- Partnered seamlessly with internal sales and corporate marketing teams to align commercial goals.
- Led creative brainstorm sessions that bridged corporate brands and independent producers to yield highly aligned concepts.

Discovery Networks Benelux

March 2008 – June 2013 (5 Years 4 Months)

Creative & Promotions Manager — Amsterdam Area, Netherlands

Directed the Amsterdam-based creative division and commanded the regional on-air and online marketing budgets to deliver premium, locally tailored content aligned with global brand strategy.

- Built and led a high-performance, multidisciplinary creative team of 10 including producers, designers, developers, and coordinators.
- Managed the comprehensive regional marketing budget for multi-channel on-air and online campaigns.
- Oversaw the end-to-end localization and production of high-impact video and branded content for Discovery, TLC, and ID.
- Safeguarded creative quality metrics, cross-functional brand guidelines, and optimized workflows for the Dutch market.
- Maintained rigorous collaboration with international teams to share regional insights and localization strategy.
- Successfully launched multiple extensive channel rebrands and network product launches.
- Wrote definitive creative briefs and provided core strategic input to programming and B2B sales teams.
- Maintained uncompromised focus on performance targets, fluidly adjusting campaign strategies to exceed KPIs.

Strategic Brand Partnerships Managed: Shell, Mazda, Glenfiddich, Grolsch, Sony PlayStation, Electronic Arts, Activision, Continental, Samsung, and others.

EDUCATION

Willem de Kooning Academy Rotterdam

Bachelor of Design, Audiovisual Design (1998 – 2003)

Laurens Lyceum, Rotterdam

VWO (September 1992 – June 1997)

LANGUAGES

- **English:** Full Professional Proficiency
- **Dutch:** Native / Bilingual Proficiency
- **Italian:** Professional Proficiency