

Bianca Welgraaf

Global Business Development & Partner strategy Leader

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Executive Profile

Results-oriented leader with a distinguished career driving regional and global strategies for major tech enterprises, including IBM and SoftwareOne (Crayon). I bring a global mindset honed by professional experience across Europe and deep engagement within the Nordics, UK, Ireland, and Benelux, with collaborative reach across APAC and the United States. I combine a relentless focus on commercial execution and channel strategy with a commitment to digital innovation and team performance. With a Master of Science in Digital Media & Design and a Bachelor of Arts in Psychology, I leverage a unique synthesis of human-centric insight and technical expertise to build resilient, high-performing teams and foster sustainable business growth in complex, international environments.

EXPERIENCE

Crayon | SoftwareOne, Netherlands (remote) - Head of Business Development (sales)

April 2019 - September 2026 (7,5 years)

- Lead and develop an international sales team (8 FTE) across Benelux, Nordics, and Philippines
- Own €1.5M pipeline across EMEA & APAC, consistently achieving 100% of annual targets
- Drive global business development initiatives and partner strategies across key vendors including IBM, AWS, Microsoft, HCL, Alibaba Cloud, OVHcloud, Meta, Google, and Zoom
- Own sales performance, forecasting, and pipeline development across multiple regions
- Build and manage strategic partnerships, working cross-functionally with sales, marketing, and legal teams
- Improve operational efficiency and scalability of sales processes and team performance
- Collaborate with internal stakeholders and external partners across Europe, Australia, and the United States to drive alignment and support global growth initiatives

International Business Machines (IBM), Ireland - *Digital Sales | Customer Success (sales)*

November 2012 - March 2019 (6,5 years)

- Managed a €2M Benelux sales pipeline for IBM Cloud and enterprise software solutions, consistently achieving 100% of annual sales targets.
- Drove customer acquisition, adoption, and expansion across cloud, analytics, and software solutions within the Benelux market.
- Recognised as an IBM 100% Club performer for consistent target achievement and commercial performance.
- Strengthened customer relationships through consultative selling, customer success engagement, and structured account development.
- Supported digital and social selling initiatives to improve customer engagement, pipeline development, and market reach.
- Improved sales operations across pricing, quoting, order management, and deal execution in collaboration with intern

Accenture | Microsoft, Ireland - *Collections Analyst (finance)*

November 2010 - October 2012 (2 years)

- Managed accounts receivable and collections processes for Microsoft clients (€50M pipeline)
- Supported cash flow forecasting and financial performance tracking
- Built a strong foundation in enterprise operations, finance processes, compliance, and stakeholder communication.

Metronic, Ireland - *Customer Services Sales Specialist (sales & customer service)*

September 2008 - October 2010 (2 years)

- Supported sales, customer service, logistics, and order operations across European markets.
- Coordinated communication between customers, suppliers, logistics partners, and internal teams.
- Built early experience in cross-border commercial operations and customer relationship management.

EDUCATION

University of Edinburgh - *Master of Science - Digital Media & Design (Part-time)*

2017 - 2023

Focus: digital innovation, UX, design strategy, ESG, customer experience, and digital transformation.

Dublin Business School - *Bachelor of Arts (Honours) - Psychology (Part-time)*

2013 - 2017

Focus: human behaviour, decision-making, customer psychology, business psychology and motivation.

ROC Aventus, Deventer - *Diploma - International Business and wholesale*

1998 - 2001

Foundation in economics, marketing, sales, finance, negotiation, import/export, and international trade.

Core Competencies

Sales Leadership & Team Development | Global Business Development (EMEA, APAC) | Channel & Partner Strategy | C-Level Engagement & Stakeholder Management Revenue Growth & Forecasting | Strategic Partnerships (IBM, AWS, Microsoft, Google) Cloud & AI Commercialisation | Coaching & Performance Management

Tools and skills

CRM & Sales Tools: Salesforce, Outreach, Lusha, LinkedIn Sales navigator,

Cloud Platforms: AWS, Microsoft Azure, OVH cloud, Alibaba Cloud & Google Cloud

Data & Analytics: Power BI, SPSS, basic R

Digital & AI Tools: ChatGPT, Gemini, Claude, AI-driven sales tools

Design & Marketing: Canva, Figma, Adobe Creative Suite | Webdesign (HTML, CSS, Javascript)

Languages: English (fluent), German (intermediate), Spanish (intermediate), Dutch (Native)

Interests & Activities

Public speaking, international travel, technology, coding, hackathons, continuous learning, health and performance, strength training, and cross-cultural connection.