



## Erik Jan Koedijk

Social Networking Expert & Former Nokia ES EMEA  
Channel Marketing Manager



CSA Celebrity Speakers Ltd

Erik Jan Koedijk is an expert on channel sales and marketing, especially in combination with the integration of social media and CRM. He is also an experienced branding expert and a recognised leader in the field of building strategic networks. Erik was Country Manager in The Netherlands for Nokia. He is a managing partner at Into Marketing working with partners around the globe.

**"Doing business nowadays is all about Social CRM & building communities"**

### In detail

Erik has built and managed local and European sales, marketing and channel teams for large companies and start-up networking organisations, with a specific focus on the internet and mobile communications. One of his expertise is Social CRM & networking and how to integrate these new areas into the current "go to market" of any organisation. He often arranges brainstorm and workshop sessions with senior managers about social CRM, Channel marketing plans and partner accreditation. Community building, web 2.0 and mobility eco system building are often included during these brainstorms & workshops.

### What he offers you

He explains how today's successful businesses need to adapt to new technologies and possibilities and shows how to implement new successful marketing strategies.

### How he presents

His feel for and interest in innovation, social media and virtual media has made him a popular figure in visionary brainstorming sessions, workshops and presentations.

### Languages

He presents in English and Dutch.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone, fax or e-mail us.

### Topics

Web 2.0  
Branding, Positioning and Marketing  
How to Turn Strategy into Action  
Simple = Success: Empowerment of the Individual  
Knowledge Sharing  
Efficient & Effective  
Consultative Selling  
How to Design, Implement and Execute Strategies