

LAURENCE PAQUETTE

15 YRS SENIOR MARKETING LEADERSHIP	EUR 10M+ ANNUAL BUDGET MANAGED	50+ DIRECT & INDIRECT FTES LED	80+ COUNTRIES SERVED	10M+ CAMPAIGN IMPRESSIONS	EUR 20B REVENUE COMPANY OPERATED IN
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Senior marketing leadership, **ready to step in** – without a six-month onboarding runway. No full-time hire required.

CORE CAPABILITIES

Brand & Campaign Strategy

Global brand ownership, CVI, campaign architecture and execution across B2B, B2G and earned media. Campaigns featured in The Economist, Variety and TIME.

Customer & Commercial Engagement

75+ executive customer visits annually. Strategic sponsorship and partnership management across Formula E, Nanoq, Tour de France, McLaren and Real Madrid.

Marketing Operations & MarTech

Full-stack ownership: Salesforce Marketing Cloud, Adobe AEM, ABM, customer insights, loyalty programmes. Built Vestas' entire digital marketing engine from scratch.

Policy & Public Affairs Marketing

B2G campaign strategy and execution at COP27, WindEurope Brussels and national government level. Contributed to EU Wind Power Package and DKK 50bn Danish offshore reform.

Team & Stakeholder Leadership

Led 50+ direct and indirect FTEs across four global teams. Managed agency relationships, commercial negotiations with major brands and board-level presentations.

Digital Transformation

End-to-end digital capability build: web, social, paid media, intranet, internal communications platforms. Moved Vestas from agency-dependent to fully owned and data-driven.

SELECTED PROOF OF WORK

<p>"This Is Not A Wind Farm" – 1M+ impressions (month one): Policy campaign at WindEurope Brussels in front of European energy ministers. Contributed to Denmark's DKK 50bn offshore auction reform. Subsequently redeployed at COP29 and across US advocacy.</p>	<p>Digital Transformation – Vestas Marketing (600K → 1.2M LinkedIn followers): Led full digital rebuild: MarTech stack, vestas.com on Adobe AEM, SharePoint intranet for 35,000 employees, social media growth and paid digital channels – all taken in-house under full team ownership.</p>
<p>"The Bureaucrats" – COP27, The Economist: B2G advocacy campaign placed in The Economist at COP27, targeting European policymakers directly. Contributed to the EU Wind Power Package (Oct 2023), removing permitting barriers across member states.</p>	<p>Lukas Graham #PoweredByVestas 1.1M+ impressions · covered by Variety and TIME: World's first wind-powered concert tour. Six shows, 80,000+ attendees, ~98.5% CO₂ reduction versus diesel. Earned media far beyond Vestas' owned channels – covered by Variety, TIME and IQ Magazine.</p>

WHAT SETS THIS APART

- **Immediate operating credibility.** 15 years at VP level in a EUR 20B global company. No ramp-up required on how enterprise marketing works.
- **Full-spectrum capability.** Brand, campaigns, digital, MarTech, team leadership, commercial partnerships, policy. No gaps that require additional hires to cover.
- **Outcomes orientation.** Campaigns that contributed to EU legislation and DKK 50bn in state-backed reform. Marketing that earns its seat in the boardroom.
- **Team continuity and stability.** Experienced in leading existing teams through transitions – maintaining momentum, trust and direction during leadership change.

ENGAGEMENT STRUCTURE

Interim mandates are structured to match your specific transition needs

INTERIM CMO	Full mandate, day-to-day leadership of the marketing function
BRIDGE	Covering a gap while a permanent CMO search is completed
PARALLEL	Working alongside an incoming CMO for structured knowledge transfer
ADVISORY	Senior counsel to CEO or board during a marketing leadership transition