



Jacco van der Kooij

AUTHOR · FUTURIST

Founder of Winning By Design, author and keynote speaker

About:

- **Gender:** Male
- **Languages:** English, Dutch
- **Travels from:** United States

Engagement Types:

- Guest Appearance
- Speaking

Topics:

- Customer Experience & Marketing
- Customer Loyalty & Retention
- Future of Work

Biography Highlights

- Jacco is the founder of Winning By Design and author of Blueprints of a Sales SaaS Organization and seven other books. He is a Sales Mentor across several VC firms such as Notion Capital, Reach Capital, Astella and Storm Ventures, where he helps accelerate the development of sales teams across their portfolios.

Biography

Jacco van der Kooij's background

Prior to founding Winning By Design, Jacco held roles of VP of Worldwide Sales and VP Strategy at Qumu (acquired by Rimage), Kontiki, and Technicolor. He is proud to have helped marquee customers over the years, including Amazon, AT&T, Dish, and Disney.

Jacco holds a BScEE in Electrical Engineering and an Executive MBA from the University of Leicester. Jacco's insights have been featured in Harvard Business Review, and he is a frequent keynote speaker at conferences around the world including Dreamforce, SaaS Stock (Dublin), SaaS Growth (London) SalesHacker (virtual), MarketingProfs, and RD Summit (Brazil).

Jacco is the youngest of eight, raised in a small farming village in the Netherlands. He competed in chess, boxing, sailing, and represented the

Netherlands at two world championships in the triathlon.

Videos



Speaker Bureaus And Talent Agencies

Jacco van der Kooij is available to book via these agencies

✔ Recommended



Speaking Agency

