



Richard Poolman

Independent Board Candidate · Strategic Advisor

rpoolman@mac.com · [linkedin.com/in/richardpoolman](https://www.linkedin.com/in/richardpoolman)
Ede, Netherlands

European enterprise technology executive and entrepreneur with more than 25 years in enterprise software. Senior commercial leadership at ServiceNow, Tanium, Snowflake and Quantexa, spanning European market development, enterprise customers and partner ecosystems, particularly in the Benelux and Nordics. Co-founder, former Managing Director and statutory director of DataProfit.

Seeking a first independent non-executive director, independent board member or substantive strategic advisory board appointment in B2B software, SaaS, AI, data or cybersecurity.

BOARD CONTRIBUTION

- **European expansion.** Challenge market-entry assumptions, geographic priorities and the sequence of commercial investment, drawing on regional software leadership in the Benelux and Nordics.
- **Enterprise adoption.** Assess how enterprise buying, procurement and adoption affect growth plans, customer strategy and the evidence needed before further investment.
- **Positioning and strategy.** Test the market evidence and assumptions behind positioning and go-to-market priorities, and identify which decisions need reconsidering.
- **Partner ecosystems.** Evaluate the strategic role of alliances and partners, their contribution to enterprise access and the trade-offs in allocating resources to them.
- **Commercial investment.** Provide informed challenge on growth assumptions, resource priorities and the balance between ambition and commercial evidence.

BOARD AND GOVERNANCE EXPERIENCE

DataProfit | Co-founder, Managing Director and Statutory Director

Director 2015–2016

Built a software business with responsibility for fundraising, investor relationships, commercial growth and international expansion. Formal board experience to date is executive.

MANDATE PREFERENCES

Sectors	B2B software, SaaS, AI, data and cybersecurity, including investor-backed businesses.
Focus	European technology companies and international businesses entering or expanding in Europe. Benelux and Nordics preferred; wider Europe considered.
Terms	Defined responsibilities, strategic influence, appropriate remuneration.
Languages	Dutch (native), English (professional working), German (conversational).

VENTUROXX: STRATEGIC JUDGEMENT AND BOARD CONTRIBUTION

Venturoxx | Founder

2026–present

Independent strategic advisory practice for B2B software, AI and data businesses. venturoxx.com

Through Venturoxx, more than 25 years of enterprise software leadership and software entrepreneurship are combined with structured strategic diagnosis. As a **Certified Category Designer** (Category Design Academy), the focus is on how buyers understand a business, which alternatives they compare it with, and whether its positioning is supported by evidence. This helps separate positioning issues from problems in product, proof, procurement or execution.

- **Clarify the decision.** Make explicit what an expansion plan, adoption forecast or investment case assumes, and what evidence supports it.
- **Test competing explanations.** Establish the governing issue before a remedy is chosen or further resources are committed.
- **Sequence commitments.** Identify what needs to be established first, and which decisions should wait until the evidence is in.
- **Respect the line.** Constructive, independent challenge that respects the distinction between board oversight, strategic advice and executive responsibility.

EXECUTIVE CAREER

Quantexa | VP Alliances Europe

2023–2026

European partner ecosystem and enterprise software commercial leadership, covering alliance priorities and partner-led routes to enterprise customers.

Snowflake | Regional Director, Major Accounts

2020–2023

Commercial leadership across the Benelux and Nordics, focused on enterprise customers and enterprise data adoption.

Tanium | RVP Benelux and Nordics

2017–2020

Regional commercial leadership in cybersecurity, covering enterprise customers, partner ecosystems and regional growth priorities.

ServiceNow | Regional Director Benelux; Global Accounts Development Director

2011–2016

Benelux enterprise market development, followed by global account development with large international customers.

Mercury Interactive / HP Software | Enterprise software sales and commercial roles

Earlier career

ENTREPRENEURSHIP AND INTERIM WORK

Pool Ventures B.V. | Owner and Director

2010–2025

Own company held alongside the executive career, used for interim and advisory assignments.

IPsoft / Amelia | VP Sales Europe (interim, via Pool Ventures)

Nov 2016–May 2017

Fixed-term seven-month interim mandate, as agreed at the outset, leading European sales for an enterprise AI and automation company.