

SALES X DATA X AI

Folkert de Wind.

Intralogistics account manager | sales, data, AI and practical execution

I am Folkert de Wind: an account manager in intralogistics solutions and someone who would rather build proof than just promise it. I help customers and teams get grip on warehouse processes, technical choices and commercial next steps. With sales experience, data, AI workflows and design, I make complex value clear enough to discuss, defend and buy. Outside work I keep building my home gym, my knowledge and a listed monument from 1770. Different context, same reflex: understand first, then improve.

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01

€1.2M+

Largest closed deal value in complex technical sales

02

10+

Years across material handling, warehouse layout and technical B2B

03

4-in-1

Sales, data, AI and design connected to real customer context

PROFILE

Commercial clarity for technical deals

01

I do not sell fog

A customer question is rarely just a product request. Behind it sit growth, space constraints, risk, timing or internal pressure. I want to know what is really happening before a solution enters the conversation.

02

I make complex choices smaller

Intralogistics gets messy fast when technology, operations, investment and interests start to overlap. I bring scenarios back to what matters: effect, risk, feasibility and next step.

03

I build explanations that keep working on their own

A proposal, visual or presentation must keep selling even when I am not in the room. Good explanation carries the conversation without polishing away the complexity.

EXPERIENCE

Commercial career

MRT. 2023 - HEDEN

Vanas Engineering

Business development and sales enablement

At Vanas I work where customer questions, system integration, warehouse processes and commercial structure meet. I translate technical possibilities into choices customers can understand, discuss internally and make with confidence.

JAN. 2022 - MRT. 2023

Heffiq

Account manager Northern Netherlands

Across Groningen, Friesland and Drenthe, commerce became very practical: customer visits, material handling, leasing questions, operational bottlenecks and building relationships in a region where reliability matters more than a polished story.

OKT. 2018 - SEP. 2020

Dexion

Regional sales and marketing

Here warehouse layout, pallet racking, mobile systems, marketing and online visibility came together. The Postuma AGF case captures my approach well: understand the process, assortment and peaks first, then sell the layout.

NOV. 2016 - OKT. 2018

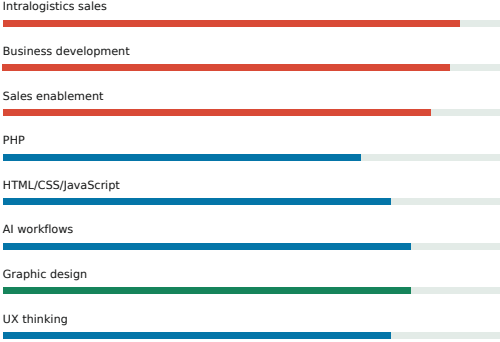
Heffiq

New Business Account Manager

My commercial foundation is in new business: finding opportunities, opening conversations, earning trust and learning when a lead truly has potential in material handling, cleaning and warehouse layout.

SKILLS

Ready to contribute



EDUCATION

Foundation and training

2012 - 2016

Hanzehogeschool

Physical Activity and Lifestyle - European Bachelor

2007 - 2011

Alfa College

Multimediasign - MBO4

2016 - HEDEN

Commercial development

Since my first sales role I have kept sharpening my commercial toolkit: better discovery, sharper follow-up, stakeholder management and guiding deals without confusing pressure with progress.

JUN. 2021

Fundamentals of digital marketing

Google certification that connects with my Dexion period, where sales, marketing, online visibility and commercial assets increasingly came together.

EXAMPLES

Thinking, building and translating

GRAPHIC

Wind Force 9

A brand concept where name, energy and recognition click immediately.

DESIGN

Proposal redesign

A proposal structure that makes value, choice and proof easier to scan.

DEVELOPMENT

Conturo

Software positioning that turns abstract value into a clear feeling and a concrete promise.

GRAPHIC

Pink Bird

A light brand concept that creates character and motion with very few elements.

GRAPHIC

Moonshot Consultancy

A brand concept around ambition, focus and the willingness to think bigger.

APPLICATION

Myrhem

Website and booking platform for which I built the design, front end and back end.

CONTACT

Quickly assess whether this fits

Send a short note about where you want clarity faster. I will reply directly.

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REFERENCES

What others recognize

"I had the privilege of working with Folkert for two years at Vanas Engineering, where he joined my sales team in the Northern Netherlands. Initially, he focused on selling storage solutions (logistics), but thanks to his fast growth curve he soon guided larger sales trajectories across a wider region. Worki..."

Pieter De Neve - Sales manager - Vanas Engineering

"I had the pleasure of working with Folkert at GMH in 2021. We worked closely together on many local marketing projects supporting our presence in The Netherlands. Straight from the beginning, Folkert came across as a person with a very analytical mind, that analyses in detail every situation and takes action..."

Constantin Ungureanu - Marketing manager at Gonvari Material Handling