



Lode Vermeiren

// AT A GLANCE

Lode Vermeiren is a multidisciplinary technologist. In his various previous roles as solutions engineer he combined deep technical knowledge with clear communication skills, adapted at audiences with various technical knowledge levels.

He loves starting from great technology, and building a story to get it sold the right stakeholders.

// KEY BENEFITS

- Passionate technologist
- Flexible
- Quickly deployable
- Multilingual (Dutch, English, French)

// WORK EXPERIENCE

VMware (2015 - Current)
Senior Sales Engineer VMware Cloud Providers,
Certified Spokesperson

Senior Sales Engineer Strategic Accounts Belgium & Luxembourg, Certified Spokesperson

Nutanix (2014 - 2015)
Sales Engineer Belgium & Luxembourg

Microsoft (2013 - 2014)
Technology Advisor Cloud OS

VMware (2010 - 2013)
Sales Engineer Territory, Channel, SI/SO, Enterprise

I.R.I.S. ICT (2005 - 2010)
System Engineer, Datacenter operations manager

// THE STORY SO FAR

I'm a flexible technical sales specialist with great commercial and entrepreneurial feeling. During my career I've learned to understand customer needs, design tailored and innovative solutions and helped to deliver them on time. After beginning as a hands on systems engineer, I evolved to a pre-sales solutions engineer.

I like helping to explain complex concepts to technical buyers of different levels. Whether it's through both pixel-perfect presentations or workshops with freehand whiteboards, I'm only satisfied when our customers or partners are aligned with our vision.

Virtualization in general, and VMware in particular has been a running thread through my career. I started using "VMware" (now VMware Workstation) after reading about the first beta on Slashdot in March 1999. Almost twenty-one years later, I'm still convinced VMware changed the computing industry forever.

With the advent of cloud providers like Amazon Web Services, Microsoft Azure and Google Cloud Platform, companies had to rethink the way they run their IT environments. These new massively scalable, multi-tenant environments deliver new possibilities, like consumption of IT infrastructure as code. They also pose new challenges, like the need to rethink how applications scale in an environment where costs tracks consumption and can vary over time, where capacity is not always reserved, and where neighbors can be both "noisy" and "nosy".

We're currently at a crossroads where the changed "on-premise" IT landscape (a highly virtualized software defined datacenter) and "off-premise" mega-clouds that have developed in parallel during the past decade meet. I see the move to cloud infrastructure as an unstoppable force. This new hybrid cloud reality poses significant challenges, and offers tremendous new opportunities. As a solutions engineer for the VMware Cloud Provider program I am helping our partners get the most out of this new reality.

After more than 10 years as a pre-sales solutions engineer and telling the VMware story, I'd like to move towards product marketing to help write the next chapter of this story.

I am convinced our message can resonate even further than it does today if we better articulate our vision, leverage creative communication solutions, and better track the efficacy of our work by interacting with our audiences and tracking the consumption of our content.

// WHAT I BRING TO THE TABLE



I'm passionate about technology. Even though technology is not an end goal, but just a means to an end, new technology has always excited me. As a kid, I made wireless headphones out of a broken cordless phone, and soldered a tape player to my alarm clock to make my mornings more bearable.



In my professional life I still have same enthusiasm for new technologies. I try to convey this enthusiasm to my audiences, whether it is directly when presenting, or indirectly when producing content to be consumed afterwards. What we do should always be viewed through the lenses of relevance and impact: are we reaching the right audience, and do we have the right message?

We work in an industry that is constantly changing, in a global company. I love the flexibility this brings, and like to regularly take on new challenges and projects.



Even though our company communicates predominantly in English, we are active around the world. Europe is one of our largest regions for service providers, but it is certainly not one homogenous market.



I love to travel for work or pleasure, and can present not only in English but also in Dutch and French.

As I'm already working at VMware, I can be up to speed quickly. I already know our partners and our story. I just want to move closer to the writing table for the next chapters.



// MY VIEWS ON PRODUCT MARKETING



VMware has a great company vision and strategy. I believe that every piece of content we produce should include a reminder of this. Even if it is a presentation discussing one product or solution, we should always link it back to the overall vision.

Consistency is key. Too often we send out messages that are not immediately recognizable as being part of the VMware message. World-class brands are recognizable by one symbol, a font, a style of imagery or even just a color. VMware has a great branding framework, everything we do should adhere to this.



Presenting the right message to the wrong audience is a missed opportunity, and a waste of everyone's time. For presentations, we should always prepare at least a commercial and technical version. And of course, what we publish internally and externally should be kept up to date, or removed.



We produce a lot of great content, but don't always look at the consumption. As much as possible, we should use technology to track how often the different pieces of content we produce are consulted. Through a combination of statistics and surveying our audiences, we can make sure our limited time is used efficiently to achieve maximum impact.



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