

Network Associates



Marian Dingena

Professional Biography



Marian Dingena RM is founder and Managing Director of the Marketing Planning Centre Nederland in The Hague. She is a specialist in strategy development, strategic marketing planning/business planning, sales/key account management and change management. Her specialty is supervision of processes that result in actionable marketing and business plans, and increasing market and customer orientation.

Since 1992, Marian has been working as a management consultant and independent researcher. She has had experience with a myriad of international consulting projects in the fields of strategy, marketing planning, customer loyalty and key account management. Her client list includes 3M, Amicon (Menzis Group), Bijenkorf, Center Parcs Europe, Achmea, Freelif, Heineken, Hoekloos, KPN, Microsoft EMEA, Nuon, Philips, Postbank, PriceWaterhouseCoopers, Sony Broadcasting & Professional, and Tridion.

In addition to her consulting practice, Marian is an independent scientific researcher at Erasmus University Rotterdam and is part of the visiting faculty at Rotterdam School of Management, where she supervises and lectures on Business Presentation Skills and Key Account Management. She is also a lecturer at several schools of higher learning: School of Economics Rotterdam on Marketing Management, TIAS Business School on Sales & Account Management, and EOI-Madrid/Seville on Corporate Marketing & Branding.

Marian holds a doctorate degree (1994) from Rotterdam Erasmus University where she studied marketing management, her thesis being on advertising psychology. She has since has written several books including, 'The Creation of Meaning in Advertising' (1994), 'Successful Marketing Planning' (1999/2002), 'Checklist Account Planning' (2000) and 'Key Account Management' (2002). She has also published numerous articles on market planning, e-business, creativity, key account management and communication.

An active person, Marion is a member of the Dutch Marketing Institute (NIMA), the European Marketing Academy (EMAC) the Marketing Executive Center (MEC), the Sales Management Association (SMA) and Rotary International.