

Ameera Surekha

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Profile

I lead B2B SaaS marketing across a four-brand portfolio, with a distributed international team spanning the Netherlands and Bulgaria, taking the group through a merger and into one consolidated MarTech stack. I build the infrastructure myself: 21 custom HubSpot modules and 30 templates run the group's inbound and lifecycle marketing. Behind that sits fifteen years across Asia, Australia and Europe: founder and CEO history, teams of 22 and 32 full-time staff, the full company P&L.

Experience

Head of Marketing, ScreenCom Group, Stadskanaal | Dec 2023 – Present

- I lead marketing strategy and execution across a four-brand portfolio, and led the group through the May 2025 merger into one consolidated MarTech stack. I lead a team of six marketers across the Netherlands and Bulgaria, with full budget and P&L responsibility and a EUR 2.5M pipeline.
- I run marketing operations end to end: the multi-brand lifecycle cadence, ISE Barcelona lead capture with live HubSpot sync, full HubSpot CMS and CRM ownership.
- I developed the 2026 marketing strategy and presented it to leadership, mapping campaigns to audience segments and pipeline targets.
- Joined as Marketing Manager Aug 2023; promoted within five months.

Marketing Manager, LicenseQ, Remote | Apr 2022 – Aug 2023

The entire marketing function for a B2B software company: demand generation across social, SEO, SEA, content and email, on HubSpot, Salesforce and Marketo.

Founder, Jivana Asia, Kuala Lumpur | Dec 2015 – Jun 2017

I founded a lifestyle brand, hired and led 22 full-time staff and carried a second company P&L, in parallel with my CEO seat at Maretia.

Chief Executive Officer, Maretia Asia, Kuala Lumpur | Aug 2013 – Jun 2017

I led a 32-person company across three divisions, event organisation, festivals and artist management, carrying the company P&L and every hiring decision, on the same MarTech stack I build on today.

Education

University of South Australia, Bachelor of Psychological Science, 2009 – 2011; HELP University College, Foundation in Arts, 2008 – 2009

Skills

HubSpot (deep, 21 custom modules shipped), Salesforce, Marketo, Google Analytics; demand generation, lifecycle, marketing operations, go-to-market, content strategy, stakeholder management; AI agent systems built on documented marketing standards