



Speaker profile Roy Scheerder

Roy Scheerder holds the position of vice president Marketing for KLM in the Dutch market. In addition to this, he holds the position of commercial director for Benelux for Air France – KLM. In the marketing position, Roy is responsible for the pricing policy, tactical and operational marketing activities, customer care, marketing communications, loyalty management, sponsoring and event marketing, including KLM Open.

Roy's background consists of working for more than 8 years in the field of E-commerce, developing KLM.COM as most important direct sales and service channel for KLM.

After graduating from the International Hotelschool in the Hague, Roy went through multiple executive business school programs and focuses on strategy, innovation and marketing sciences. He is married and has four children.

