

Visualfabriq appoints Geert Leeman as Chief Corporate Development Officer

Former Global Chief Revenue Officer (CRO) of SAP Customer Experience joins to accelerate global growth and deepen strategic customer relationships

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[Visualfabriq](#), the platform helping the world's largest CPG organizations run their integrated revenue management cycle, today announced that Geert Leeman will join as Chief Corporate Development Officer, effective September 1, 2026.

Geert brings over 25 years of experience building and scaling enterprise software businesses at the heart of the CPG industry. Most recently, he served as Global CRO of

SAP Customer Experience, SAP's business unit covering Trade Promotion Management, [Revenue Growth Management](#), and front-office commercial applications for more than 10,000 corporate customers worldwide.



In his new role, Geert will focus on accelerating Visualfabriq's global growth by strengthening relationships with strategic customers, contributing to the product strategy, and helping the team pursue the market opportunities that matter most.

"Helping the world's largest CPG organizations strengthen their commercial core, requires someone who has operated at that level," said Koen Matthijs, CEO of Visualfabriq. "Geert's experience, network, and deep understanding of what global CPG companies need are exactly what it takes to serve our customers better and grow with them. We are honored to have him join Visualfabriq."

"Revenue management remains one of the most underdeveloped areas in global CPG — not because the business processes are unclear, but because adoption of autonomous agents is still in its infancy," said Geert Leeman, Chief Corporate Development Officer at Visualfabriq. "The opportunity to better support these processes going forward is enormous. Visualfabriq is uniquely positioned to capture it."

About Visualfabriq

Visualfabriq provides agentic, integrated revenue management software for the CPG industry, covering Revenue Growth Management (RGM) and Trade Promotion Management & Optimization (TPM/TPO) in a single platform. At its core is Assistant Mike, an always-on AI orchestrator that coordinates specialized agents across planning, forecasting, and execution — turning insight into governed action with deterministic, auditable numbers. Founded in 2013 and headquartered in Maarssen, the Netherlands, Visualfabriq is backed by PSG and trusted by leading global CPG companies. Visualfabriq has offices in Amsterdam, New York, Barcelona, and Hyderabad.

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Visualfabriq

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