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Strategic Marketing Manager
B2B marketer

Profile

- ❑ Innovative
- ❑ Experience in the industry
- ❑ Empathy
- ❑ Good contact
- ❑ Languages skills (FR, UK, NL, ES, D)

Experience

- ❑ Global Marketing Manager : Member of the board for strategic and business plan meetings
- ❑ Senior Associate : market research, market appraisal, competitive intelligence, due diligence
- ❑ Product Manager Powder Coatings : participation to strategic meetings
- ❑ Business Manager Powder Coatings Europe : WW strategic meetings, follow-up business in Europe, leading strategic meeting in Europe

Occupation

<u>General Manager, Accredited Associate of the Institute for Independent Business</u>	Manage your Organization	(2008-.....)
<u>Global Marketing Manager</u>	Cardolite Corporation	(2003-2008)
<u>Senior Associate,</u>	Kline & Company	(2001-2003)
	UCB Chemicals	(1985-2001)
<u>Global Technical Development Coordinator</u>		(1999-2001)
<u>Business Manager Powder Coatings Europe</u>		(1997-1999)
<u>Product Manager Powder Coatings</u>		(1995-1996)
<u>Technical Service Manager Europe</u>		(1994-2001)
<u>Polyester Research Assistant</u>		(1992-1994)
<u>Catalysis Research Assistant</u>		(1985-1992)

Studies

Docteur en Sciences Naturelles Appliquées, Université Catholique de Louvain (1986)

PhD Thesis : *Mise en évidence de la modification de structure d'un catalyseur par un système de réactions-témoins. Etude de l'effet promoteur du chrome sur le Nickel de Raney par hydrogénation de nitriles insaturés.*

Supplementary Formation

Eléments essentiels pour la gestion de produits, R. Poppe (1996)
Financieel-Economisch ondernemingsbeleid en-beheer, E. Geeraert (1996)
Intensive Language Training English, European Language Center (1997)
Sales Training, Tavernier (1997)
Financial Aspects of Inventory Policy, C. Van Mechelen (1997)
Fundamental of Finance for Non-Financial Managers, Management Center Europe (1997)
People Management, UCB internal course (1997)
Product Management, Management Center Europe (1997)
Diploma van de Hogere Secundaire Technische Leergangen Spaans (praktische kennis), GLTT (1997)
Strategic Marketing Management, Management Center Europe (1998)
Business Awareness, UCB internal course (1998)
Leading Virtual and Remote Teams, Management Center Europe (2000)
Bescheinigung Unterstufe, German, GLTT (2003)
Business to Business Marketing Strategies, AMA – USA (2007)
Residential Business School, Institute for Independent Business (2010)

Languages

French : mother language
English : in depth knowledge
Dutch : good knowledge
Spanish : very good knowledge
German : basic knowledge
Italian : oral and reading basic understanding

Computer

Word, Power Point, Access, Excel, Outlook, Internet, html (basic)

Hobbies

Scuba Diving Instructor
Travelling

Personal

Belgian citizen, born August 30, 1956, married, one daughter.