

PROFESSIONAL MILESTONES:

Assistant Team Sport Management

Ghent University

2015 – present

PhD student

Marketing Manager

Campofrio Food Group

2012-2015

Management of the Snacking portfolio in Belgium

Brand Manager

Procter & Gamble

2009-2012

Brand management of Oral-B in the Benelux both commercially (design and coordination of the promotional strategy) and in communication (design and coordination of the marketing strategy).

B-to-B and B-to-C marketing

Marketing Consultant

The House of Marketing

2007-2009

Interim and consulting assignments at various customers; Procter & Gamble, InBev, Dela, Apothekersbond Vlaanderen.

EDUCATION MILESTONES:

Master in General Management

Vlerick Leuven Gent Management School

2006 - 2007

Master in Movement and Sport Sciences – Sport Management

Ghent University

2002 - 2006

ADDITIONAL MILESTONES:

Trainer B in gymnastics

In the board of directors of...