Geert Polleunis : innovating - transforming business & customer experience since 1999

High Level Career	Skills

Customer driven

I am Geert

- Born and living in Tienen, 10 May 1974. Willing to move. Single
- Dutch (native) - English - French
- Studies: marketing - project management - web development

2014 - ongoing: Freelance Innovation / Change Consultant

2014 - Amplexor, creating customer experience business unit

2004 - 2014: Freelance digital marketing consultant, go-to-market and project management

2000 - 2004: creating webdevelopment business units, web development consulting and project management

1997 - 2000: employee in bank & insurances

Next in my career:

- long term (freelance) commitment as business designer, innovation manager, partner, co-founder, …

Customer driven

- Design thinking / service solution
- Customer journey & experience
- Ideation & inspiration

Business focus

- digitalisation of marketing, sales, service
- Stakeholder management: business, C-level, IT, marketing
- High level business analyst & change management
- Improve business & customer process
- Business Model, Business opportunities

Technology & Data trigger

- Innovation labs (IT and or business)
- Proof of concepts
- Commercial potential of new IT or business models
- Networking with start - scale ups

Project Management (PMI, Agile)

- Spoc: 5-7, largest team was 250
- Typical team members
  • Analysts : business, functional, technical
  • Digital developpers: UX, UI, web, apps, e-commerce
  • Data scientists:
  • Marketing, digital marketers, sales
  • IT: web dev, ERP, CRM
  • External partners: marketing, IT

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Cases

Not all cases are mentioned, because of + 22 years experience this would mean explaining all the projects is an overview of 10 pages.
So I give you my most recent or relevant cases.
Most of my projects are 3 to 12 months.
All my projects can be grouped into:

- digital transformation & innovation: creative thinking and quick wins
- digital marketing lead
- Launching / go-to-market of a new product or service
- Development of web, apps, e-commerce
- managing several projects within a program
- Business unit set up and management

Uitgeverij Averbode - (April 2021 - November 2021) - Innovation Manager

Objective	Job - Results
- New business models and concepts (media) - Co-creation with partners to research new products, services for learning platforms - Project management of R&D projects - New digital business unit - New learning platform as core for business, marketing , sales.	- Project management - Commercial contacts - Business models - Marketing concepts

Campus Contern Luxemburg - (April 2021 - ongoing) - Innovation Consultant

Objective	Job - Results
- Support the investor - manager of 6 office buildings in Luxemburg - Roadmap to make the buildings smart, become carbon zero, new energy , human focused services - Innovation showcases: self-driving car, IOT, domotica - Impact on daily management and well being of tenants	- From innovation ideas to a roadmap: which steps, which timing, potential partners, budget - Negotiating partnerships - Set-up workshops - Innovation manager as a service

Project: venture building (Dec 2018 - on hold)

Preparing my own start-up:
- new type of innovation lab focused on marketing, data, customer experience in leisure market;
- Venture building / accelerator concept
- Negotiating with potential partners, investors.
- Business model, Business plan

Due to the covid-19 this market is heavenly impacted , so initial plan of 2019 needed to be updated to : new laws, new market situation. I put this project on hold.

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KBC - Bank - 2018 (may-dec) - Innovation Project Leader

Objective	Job - Results
- Experiments with new technology (AI, VR, blockchain, IOT) - Business & Transformation potential with start-ups - Business co-creation (Studio 100, Proximus, TUI, …)	- Proof of concepts - Leading team of innovators (Business & IT) - Negotiating & ideation with commercial partners (co-creation) - Agile Project management / Product owner - prototyping days - Team coaching

ING - Bank - 2018 (feb-may) - Agile Project Leader / Product Owner

Objective	Job - Results
- Align Belgium and Holland into 1 business and IT platform - Proof of concept with Fintech Valley (start up, NDA) - Proof of concept block chain	- Set up and manage a new team of customer journey experts to onboard new customers - Start to work in an agile way of working (transformation) - Agile team coach and project management (scrum) - Product owner

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Non Disclosure - 2017 - IOT smart city start up

Objective	Job - Results

- Background
  - An inventor wants to create a start-up, go to a next level with his products and find customers and investors.
  - Products & services related to internet-of-things, smart cities, data actionable insights, chips, beacons
  - Tracking & tracing of materials and people
  - Data hub (api)
	- Networking with potential partners, clients
	- Marketing coaching
	- Translate the what (product) into why (what's in it for the buyer and user)
	- Research in potential sales: smart-cities, innovation program, design thinking

Philips - 2016 - Belux Digital Transformation roadmap

Objective	Job - Results
- develop e-commerce strategy with BeLux retail partners (Bol, Krëfel, …) - Go-to-market and testing new e-shop of Philips BeLux (Hybris) - Align the Belgian Sales team with the teams in Holland (products, marketing, digital) - Introduce new services and lead the change program due to the transformation of Philips from product company into a health and care solution	- Set-up and lead workshops to help sales into negotiating with partners about the new positioning of Philips and the challenges of webshops like coolblue. - Make a roadmap over 5 years from no activity into digital as central point. - Impact of the roadmap on CRM, marketing - Concepts for the marketing campaigns for next years - Pilot projects in CRM and data-driven approach - Coach new employee to become the digital marketing manager - Support , testing of the new e-commerce platform

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De Boeck - 2015-2016 - PM change & Innovation

Objective	Job - Results
- Transformation from traditional publisher into an e-learning platform and CRM. - Go-to-market of a new e-learning website where students can learn and exercise French, Mathematics , Economy , … - go-to-market of a new learning platform for driving lessons (app, website, books)	- Analyse of situation and define objectives plus actions - Negotiating with technical implementator - Seeking for disruptive technology and business models - Link between management and employees - Working with webpartner at prototypes, inspirational wireframes

Daikin - 2014 - Customer experience consultant

Objective	Job - Results
- roadmap for the next years for marketing and CRM towards affiliates and partners. - Align European Daikin partners to 1 sales and marketing CRM platform (Adobe Marketing Cloud)	- workshops to analyse current situation (marketing, content, ICT), - Vision & concept development of new e-platform - Reference meeting, Member of steering committee - Defining the new intranet (customer experience, maintenance,)

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Various - 1999 - 2014

Marketing - Business related	Digital related

- Go-To-Market of a new innovative service or product:
  - Mobistar: marketing loyalty manager 2010
  - Securex: go-to-market plan new product 2007
- Interim Marketing management
  - Telenet 2007
	- Webdevelopment projects
	  - Internet Architects (Base, Karel De grote Hogeschool): 2009
	  - Nascom (iMinds, local PME): 2008
	  - Sport community
	- Business unit manager
	  - Men@Work (1 of the first web agencies in Belgium)
	  - De Fabriek :creating new BU web agency for advertising group