

Name: Thierry van Baren

Citizenships : French and Dutch

Born on March 11th 1967, in Arles, France

Languages:

FRENCH: fluent (spoken and written)

DUTCH: fluent (spoken and written)

ENGLISH: fluent (spoken and written)

EDUCATION

Primary School

In Antwerp, Belgium

Lycée d'Anvers – Collège Marie-Josée

In French

Secondary School

In Antwerp, Belgium

- Koninklijk Atheneum Berchem

In Dutch

- Lycée d'Anvers – Collège Marie-Josée

In French

Degree: Office Du Baccalauréat International of Genève, honours

University

- Licence in Philosophy, honours

Université Libre de Bruxelles

In French

- Aggregation in Philosophy, honours

Université Libre de Bruxelles

In French

- Master of Business Administration – Marketing specialisation

Solvay Business School

Université Libre de Bruxelles

In English

PROFESSIONAL EXPERIENCE

1991-1994

TBWA Belgium, Marketing and communication agency

Function: Media Planner

- Clients:
 - Mazda
 - Saab

Function: Account Executive

- Main responsibilities: communication implementation
- Clients:
 - Nationale Loterij / Loterie Nationale
 - Swiss Life Belgium
 - Absolut Vodka
 - Chivas Regal
 - La Vache Qui Rit
 - Cortal
 - Paribas

Awards: 2X Creative Club of Belgium

1994 – 1995

BDDP Belgium, Marketing and communication agency

Function: Account Manager

- Main responsibilities: communication implementation, market analysis, communication strategy
- Clients:
 - McCain Frozen Foods
 - McCain Beverages
 - Hertz

1996 – 1999

AMMIRATI PURIS LINTAS, Marketing and communication agency

Function: Account Director

Clients:

- Unilever:
 - Tasks: product development, product launches, market analysis, target definition, marketing strategy, communication strategy, communication implementation
 - Products/Brands:
 - Sunlight
 - Axe
 - Rexona
 - Unox
 - Bertolli
 - Zwan
 - Bi-fi
 - Becel
 - Planta
 - Solo
 - Signal
 - Omo
 - Glorix
 - Sun
- Nationale Loterij / Loterie Nationale
- Toyota

Awards: 1 X Top Topical Dailies
2 X TV Direct Marketing

- Business development: major competition win with Nationale Loterij / Loterie Nationale

2000

Creation of “In Fieri” SPRLU, Marketing and Communication Consultancy

- Major Fields of competence:
 - Marketing strategy
 - Communication strategy
 - Implementation
 - Organization

MARKETING AND COMMUNICATION CONSULTANCY

2000 – 2004

Ogilvy Brussels, Marketing and Communication Agency

Function: Account Director

- Main responsibilities: Marketing strategy, communication strategy, Brand launch, product development, market analysis, target definition, communication strategy
- Clients:
 - Ford
 - Nestlé Waters
 - Nestlé Food
 - Motorola
 - Johnson&Johnson

Function: Deputy Managing Director, member of the managing committee

- Main responsibilities: Marketing strategy, communication strategy, brand launches, product development, market analysis, target definition, communication strategy, business development.
- Clients:
 - Proximus – Pay&Go
 - The Coca-Cola Company
 - Fanta
 - Sprite
 - British American Tobacco
 - Lucky Strike
 - Barclay
 - Kent

Business development: major competition wins with

- De Post / La Poste
- The Coca-Cola Company
- De Kanselarij / La Chancellerie (worldwide campaign to promote Belgium to foreign investors)
- FNAC

Awards: 1 X Creative Club Belgium

2004 – 2008

Marketing and communication consultancy

- Main responsibilities: Marketing strategy, communication strategy, brand launches, product development, market analysis, target definition, communication strategy, business development, organization analysis.

Cohiba, Marketing and communication agency, Martinique

Major competition win with Bouygues Telecom

DDB Belgium, Marketing and communication agency

On clients/prospects:

- GB
- Fost +
- Spadel – Bru
- Heylen
- Sita
- Cofidis

Major competition win with C&A Southern Europe

Awards: 1X Cannes International Advertising Festival

Since 2008

Independent Marketing and Communication Consultant

Since 2006

Director Ackermans & van Haaren NV

Member of the audit committee

Member of the remuneration committee