

## Ir. Peter Coeckelbergh

Creative generalist, innovative, analytical, out of the box thinker, strong believer of value driven sales, marketing and management

### Contact

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### Skills

- Fluent in Dutch, English, French, German, Spanish
- 10 years of experience as Sales Performance Developer and Executive Trainer & Coach
- Proven record as national and international (interim) manager in a broad variety of industries

### Experience

#### **Freelance Sales & Marketing Development consultant**

June 2014 - Present

Available on a freelance basis to facilitate development of insights and performance that allows clients to grow their marketing, sales and business in a profitable way.

#### **Part Time Sales & Marketing Manager TWERK vzw**

June 2014 – March 2018

TWERK vzw is a company active in social economy. They produce Belgian Chocolate with a team of about 15 employees with autism. In June 2014 I was asked to support their marketing and sales on a part-time basis. Over a period of 3 years we managed to increase the sales by a factor three.

#### **Business Partner at IntoBalance**

June 2015 - 2016

The purpose of Into Balance is to facilitate its customers' success by increasing the Personal Productivity of key players such as managers, knowledge workers, consultants and sales people. The methodology is the result of cross-fertilization of the insights of my business partner Johan Puttaert and my own.

**Managing Partner at Fincratius**

October 2011 - April 2014

FINCRATUS is the division of OPICO that offers management support to owners of medium sized companies that experience financial difficulties ranging from the inability to raise funds or getting loans, up to guidance in legal protection to avoid bankruptcy. If bankruptcy is no longer avoidable we help the company owner to pick up his life and career.

**Senior Consultant Sales Performance Development at BCT NV**

November 2003 - January 2012

Senior Consultant, Business Development Sales & Sales Management performance development.

**Guest lecturer at LimaPo institute, Parimaribo, Suriname**

December 2004 - July 2011

Lecturing Marketing in the Maastricht School of Management MBA program.

**Guest lecturer at the University of Nanjin, China**

August 2001

Lecturing Management of Information Systems in the Maastricht School of Management MBA program.

**National Franchise Development Manager at Kleenmaid (Australia)**

May 2002 - December 2003

Kleenmaid was an ex-customer of Demeyere (see infra). They sold high-end white goods through 20 franchised retail stores. The company does no longer exist since 2009.

**Export and marketing Director at Werkhuizen Demeyere**

1997 - 2001

Werkhuizen Demeyere is a Belgian Manufacturer of high-end cookware which has since been acquired by the Zwilling Group.

**Business Development Consultant (Germany) at FICS**

April 1998 - December 1998

Interim Manager - marketing research project identifying business opportunities for FICS in Germany. Electronic & Internet Banking applications.

**Senior Vice President Sales & Marketing (Vienna, Austria) at Management Data**

April 1991 - April 1998

Specialised in automation of international departments (reconciliation applications, international payments, documentary credits) and risk management applications.

**Partner - Sales & Marketing Director at Didac International**

July 1986 - November 1991

Self-started company with 2 partners which specialized in the automation of back offices of international banking divisions. We acquired more than 350 banks in 33 countries before selling the company in 1991.

Education

INSEAD: International Marketing, 1995

Katholieke Universiteit Leuven: ir, Master Electromechanical Engineering, 1979 – 1986

References

Op aanvraag beschikbaar.