

<b>Dirk Wouters</b>	age : 39
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## **Key Skills**

### Key skills and experiences

- General management of SME and business unit
  - Reporting to shareholders
- Business Development, defining, finding and creating business opportunities.
- Sales management, both in direct and indirect sales teams. Consistent sales growth, through well planned and managed sales strategies.
- Marketing management: planning and executing local marketing-actions to boost sales
- Team management and development, people management consisting of hiring, motivating and animating teams.
- Project management in terms of developing and enhancement of business processes to solve some inconsistencies.
- Development and enhancement of sales and marketing processes and tools

### Investment management skills

- Analysing business plans in terms value propositions
- Investment management within start up technology companies
- Set up commercial strategies within start up companies
- Advice on general management issues as a board member

### **January 2005 – today: Sales Director EDF Belgium (Electricité de France)**

My responsibilities include: setting up the sales strategy, seeking sales partners, adding value to the general managers' strategic business planning, structuring the new activities, managing a sales team.

After a first period, we have been successful in our sales approach. The whole process that was set up is proving to be functional and winning. The sales objective as was defined for the first sales period will be reached by over 130%.

More information about EDF Belgium can be found on [www.edfbelgium.be](http://www.edfbelgium.be)

### **February 2003 – January 2005: Managing Director – Gate2Growth**

Gate2Growth provides a platform for entrepreneurs and investors to meet.

I am responsible for the day to day management and strategic commercial development of the business. This is achieved through continual hands on management of the team and business all the way to strategic vision, approval and implementation. I have P&L responsibility for the company and report to the board of directors.

At the same time, I manage all external relationships with the European Commission and other networks within Europe that are involved in financing and innovation. Those involve incubating organizations, networks of universities, networks of investors, larger players within the innovation and technology industry.

[www.gate2growth.com](http://www.gate2growth.com) is the matchmaker within this field in creating companies.

My extensive sales and marketing knowledge is being used to make this company a success.

**June 2000 – November 2002: Investment Manager – Venture Capital Fund (Pythagoras Participations)**

I was active as an investment manager with this venture capital fund based in Belgium. The fund was an early stage investor in technology companies, managing € 50 million and raising a second fund. The main tasks I am fulfilled were:

1. managing some of the portfolio companies as a board director
2. setting up sales and marketing strategies to effectively market the products +/- or services.
3. analysing and implementing business strategy changes according to market conditions
4. providing specialist knowledge in the area of wireless telecoms

The exposure of regularly attending the board meetings of different companies gave me experience, confidence and familiarity with the analysis and development of sales and marketing strategies at a broad level. Setting up mergers and preparing for lucrative exits was the main target for the venture capital fund. My added value was in seeking and developing opportunities to raise capital and provide every possible way to keep the continuity and growth of the portfolio companies. This was from the level of daily management to board meetings.

**1996 – 2000: from regional account manager over project manager to sales manager within Mobistar**

As a Regional Account Manager I was responsible for 123 points of sale in two regions. I was able to make the difference in this region by uniting several points of sale for combined marketing actions. I steered a group of people that beat the competition in several subregions.

As a Project Manager, I started a project with a partner with limited means, to prove that a chain of exclusive Mobistar shops would be a success. I developed this chain in partnership with several big players in Mobistar retail. In 18 months, we set up 100 points of sales, Mobistar Center. Within this experience, my work was instrumental in the further development of Mobistar.

I made the difference within the team and was therefore promoted to Sales Manager of this chain.

As a Sales Manager Mobistar Center, I was responsible for sales and marketing actions within this distribution channel. I managed a team of regional account managers and developed the business for Mobistar. We contributed for 25% of total sales in 1999.

Within Mobistar, I learned a lot about business development and process management

**July 1996 – December 1996 : Large Account Manager**

**Logic**

Logic is a major Apple Macintosh distributor in Gent.

I rapidly acquired the technical, commercial and strategic skills to manage large accounts.

**July 1994 – July 1996 : Sales Executive**

**Sunparks International**

I was the senior business to business Sales Executive with Sunparks International.

In this, my first sales job, I achieved sales of over €5m

**References:** upon request

**Education**

Degree in **Commercial Engineering** at the **Solvay Management School**, VUB (Free University Brussels), graduated in 1993

High School: Atheneum Laken (Science & math)

**Languages:**

Dutch: mother tongue  
English: fluent written and spoken  
French: fluent written and spoken

**Hobbies:**

Travel, diving, ski