

Kandidaat 10 - Alain Mayné - Strategic Planning Director @ Hoet&Hoet Brandsetters



CV

- 2006– today : **Hoet&Hoet** - Director Strategic Planning

Empowering brands to meaningfully become more sustainable and deliver positive impact (**Belfius, Delitrateur, Delhaize, VBO-FEB, Agoria, Agilityc, We Social Movement, Les Petits Riens-Spullenhulp, SNCB-NMBS...**)

- 2016 – today : **BMMA** - Board Member
- 2011- today : **Keynote Speaker** and **lecturer** -marketing-branding-societal topics

(**Solvay, HEC-ULiège, IHECS, ICHEC, North Carolina University, Commvision, Trends, 3M, Be Angels, BAM, BMMA**)

- 2013- 2018 : **Be Angels** - Member of Selection Committee
- 2005- 2006 : **Touring** - New Business Development Consultant
- 2002-2004 : **Dedicated Research** - Qualitative Research manager
- 1996 -2002 : **Color of Glass** - CEO
- 1992- 1996 : **American Express** - Marketing Manager
- 1988-1992 : **DDB** - Marketing Executive

LinkedIn profiel: <https://www.linkedin.com/in/alain-mayné/details/experience/>

Motivation

What have I done so far ?

I am a BANNER : I **live and breathe meaningful marketing**. In my left and right brains, and in my **practice** as a **brand strategist** and **keynote speaker**.

I have had the chance to **lead a squad of 40 experts** to define the **Meaningful Marketing Framework**. This journey – bringing it from definition to life- is not finished.

Over the last 7 years , I was engaged for BAM in many positions, taskforces, think tanks and workgroups:

- member – then president- of the XpertHUB Communication
- member of the board
- member of the Executive Committee
- leader of the Branding Task Force
- member of several Think Tanks (Martech, Health and Wellbeing, particularly engaged in the **Sustainability Think Tank**)

- captain of the Meaningful Strategic Board.

Meaningful marketing is the right track. BAM is a game changer, we need to strengthen and communicate this positioning in a clearer way.

Motivation for the future

Titles, functions and strategies are nothing if it does not serve a **collective purpose**, neither if it is **not correctly executed** or **does not deliver**.

Meaningful marketing is a transition. Our world is experiencing multiple transitions. A **permacrisis for the pessimists** (war, AI, inflation, climate change, sustainability – in a broader perspective-, “degrowth or sobriety” debate, migration crisis, geopolitical tensions,...), **a paradigm shift for the optimists** (we are building a new model of society, more inclusive, more diverse, more ethical, more sustainable, more meaningful).

I am an optimist : I want to put my energy, my skills, my strengths and my motivation to continue to change this world in a more meaningful way.

Marketing has been one of the pillars of consumerist society in the past. Let us **bring marketing back** to a **strategic level** and contribute **to build a new society model**.

Because at BAM, **we are all volunteers**, I profoundly believe in the **transformative power of marketing** to establish **new social and positive standards for this new society model**, together!!

#WEAREBAM.