

Kandidaat 20 - Alex Thoré - Founding & Managing Partner @ Magis & Buda



CV

Contributing to the marketing sector

- BAM Board member 2017 – ‘23
- BAM Exco member 2022 – ‘23
- Captain of the BAM Congress 2020 – ‘23
- Effie Jury 2018 – ‘21

Professional resume

Magis.agency	Founding & Managing Magis-ian – Performant digital & content marketing
Buda.agency	Founding positivist – Brand activation & Content
Proximus	CRM, Branding & Communication Director Branding & Communication Director
Coca-Cola	Connection Strategy & Brand Activation Director NW Europe
NW Europe	Brand Activation Director NW Europe
Coca-Cola	Marketing Director My Coke Marketing Manager Stills
Belgium	Marketing Manager My Flavors
Danone	Marketing Manager Corporate, Core Business & Dessert Key Account Manager
Belgium	Senior Brand Manager
Pernod Ricard	Senior Brand Manager
Belgium	Brand Manager
P&G Belgium	Brand Manager

Education

VUB – Solvay Brussels School of Economics and Management

Motivation

We are all concerned about the world we live and operate in. We elect governments to design how to live and operate in that world today, tomorrow and every day in the future. But is it really only up to those governments to design the world of tomorrow? Our companies have more power to drive the evolution to our everlasting world... Even stronger, our companies – and we as managers and members of those

companies – have a responsibility to take care of the world we operate in. We as marketers can help to drive that evolution.

Together with you fellow marketers, I'm eager to further co-design our world of tomorrow. Together we can further develop marketing as a professional discipline of trust by making marketing meaningful... Meaningful for the people and the planet on top of the profit.

Let's further create that inclusive world where everybody feels free to participate to build brands and businesses in a sustainable way. Let's bring that in action by further inspiring all marketers how we can do that.

Let's join meaningful marketing forces.