

**Kandidaat 8 - Anne-Clotilde Picot - Country People & Culture Manager @ IKEA belgium**



CV

- I have joined IKEA in 1996 and since then have had many functions on store, country and global level, in Sales, Customer Experience, Market Intelligence, Marketing, Sustainability, Business Development and Human Resources.
- After 2 years as Deputy CMO, I was from 2014 to 2019 CMO of IKEA Belgium, in charge of the full scope of Marketing but also Customer experience and Web & e-commerce.
- In 2019, after a reorganization, I took the role of Business Development and Transformation Manager, leading the Sustainability, Innovation, Expansion and Transformation agendas of the company.
- Since 2022, I have moved to the position of Country People & Culture Manager, in charge of Human Resources for IKEA Belgium.
- My first encounter with BAM was in 2018 as I was among the nominees for the Marketer Of The Year award. Since then I have been involved in several Think Tanks (FAM BAM, Sustainability and now Diversity & Inclusion), been part of the work group who worked on the clarification of the Meaningful Marketing Framework and contributed to the Meaningful Marketing Labs training.
- Passionate about building the emotional connection between a brand and its customers, I am convinced that it must be built upon an active engagement towards People, Society and the Planet and that Marketing has a crucial role to play in redefining the rules of the game.

Motivation

Once a Marketer, always a marketer? Although my job title has changed in the past years, I remain strongly connected to the challenges and opportunities of the marketing world. Working with sustainability for a couple of years and today with human resources has given me a much broader perspective, which I would like to bring to the board of BAM. I feel personally very connected to the direction given by the Meaningful Marketing Framework and strongly believe that marketers should be a driving force of the movement towards truly people-centric, ethical, diverse and inclusive business practices. I would like to put my energy and enthusiasm in supporting that movement and the continuous development of BAM as partner to marketers: a center of expertise to learn from, an “idea lab” to get inspired from, a community to share and ignite collaborations. I believe in the power of diverse teams to move mountains and hope, with my background, experience from the advertiser side and passion, to add value to the diversity of the BAM board members.