

**Kandidaat 11 - Arnaud Tasiaux - Business Humanizer and Partner @ Innate Motion**



CV

Arnaud is a Business Humanizer and Partner at Innate Motion, a strategic positioning and business transformation agency that drives growth and sustainability by applying human logic. He works with a team of 40 collaborators worldwide, mainly serving global clients by challenging the traditional business logic that prioritizes profit over people. Innate Motion has been a B Corp since 2014 and is also the founder of the Regenerative Alliance.

Previously, he worked at Accenture, Unilever, and Coca-Cola. He has been an entrepreneur, launching a catering concept with star chefs and an outsourcing model with retired experts.

He recently participated in writing the latest Innate Motion book Utopian Brands, making the case for a reinvention of the discipline of branding, away from the shallow marketing tools invented in the 60s.

Motivation

Marketing is a skill that companies need to be profitable and that the world needs to transform. It can inspire leaders to create a legacy by positively impacting their industry, people, and planet.

Using my internal experience and Innate Motion thought leadership in business, I want to support BAM in taking a stance to develop greater marketing professionals. Reinventing what marketing is, creating new behaviors, and higher consciousness.