

Kandidaat 13 - Benjamin Sekkai - Managing Director Northern Europe @ AskLocala



CV

From 2016 until today :

2022 - ... : President IAB Mixx Awards.

2021 – 2022: Member of BAM’s Martech Think Tank

Various consulting roles or companies such as: LN24, AskLocala, Business Elements, Dentsu, etc.

- Sectors: Adtech, Television, CRM, Communication agency, amongst others
- Positions : Managing Director, Business Partner, Business Advisor, Country Manager...
- Roles and responsibilities: go-to-market, tech advising, digital strategy, people management,...

From 2000 – 2016 :

Various positions in several key companies such as Microsoft, Xandr, RMB, SBS, Clear Channel, ...

- Sectors: media, (offline and digital), adtech
- Positions: Business Unit Lead, Sales Manager, Country Manager,...
- Roles and responsibilities: business development, on and offline strategy, people management, training & coaching...

What I will bring to the community:

- 10+ years of experience in digital and adtech
- 20+ years of experience in media and communication
- An international perspective with a local hook
- Eyes looking in the sky with the feet firmly grounded on earth
- A passion for understanding people’s motivations.
- A (almost) limitless stock of energy and positive mindset

Motivation

One thing doesn’t change: we must adapt!

In this environment, marketing is changing every day and so are we as individuals. That’s why I’ve always been passionate about communication and started my career more than 20 years ago in this industry. During that time, I had the chance to work for great companies, to meet inspirational people and I was fortunate to be an actor of our digital transformation. As the President of the IAB Mixx Awards, I see every day how creative our people can be in Belgium, if only they were inspired to try more often...

With BAM, I want to bring my energy and my experience working with local and international companies, small start-ups and bigger scale-ups and help support our industry.

BAM has a key position and must now help all our industry to navigate in this ever-changing world as I truly believe that we can all learn from the other and. For me being meaningful means being part of the change and that does not happen on the sideline but on the field, that's why I want to give my support to this team and this industry.