

**Kandidaat 23 – Catherine De Geest - Digital Consultant | Key Account Manager Services & Systems @ Signify, Benelux market**



**CV**

Yo amazing BAM Community, listen up and check it out! I’m about to rock your world and introduce myself. My name is Catherine De Geest and I am a 35-years young professional woman.

BAM has been my stomping ground for many years, during which time I’ve made waves with my contributions as:

- Founder and President for the young marketers community
- Board Member of Belgian Young Marketers
- Advisory Board Member of Belgian Association of Marketing
- Member of the Selection Committee of the Belgian Marketing Awards

I am passionate by the charm and potential of creativity and technology, and I am always looking for ways to share that fire with others. My extensive background in marketing and technology has equipped me to bring people and innovations together in an open, forward-thinking, and inclusive manner. My experience on both the advertisers and publishers’ side had given me an edge, enabling me to consistently raise the bar in terms of strategical impact.

I’m not just inspired, I’m a driving force that inspires and motivates others to make a positive impact.

[Catherine De Geest | LinkedIn](#)

**Motivation**

As a passionate professional and advocate for sustainability, I firmly believe that the evolution of meaningful marketing within BAM requires a clear and robust framework that inspires and educates the Belgian marketing community. For me, trust, collaboration, and inclusivity are crucial to creating marketing that truly resonates with our audience and makes a positive impact on the world.

Meaningful Marketing is all about forging genuine connections with our audience. To achieve this, this should be rooted in being **B**elievable, **A**uthentic and **M**emorable. By embracing transparency, staying true to your values, and unleashing your creative and innovative spirit, we can craft marketing that resonates deeply with our audience and leaves a lasting impression. By focusing on these three elements, we can create marketing that truly wows your audience and drives consequential outcomes for your organization.

By electing me to the Board of BAM, you’ll be choosing a candidate who can bring fresh perspectives and boundary-pushing ideas to the table. Together we can drive BAM forward and shape its future success. Thank you for considering my candidacy. Let’s make it happen!