

Kandidaat 12 - Dirk Oosterlinck - Partner @ Minds & More



CV

- Partner at Minds & More since 2023, on a mission to help our customers build the best teams in Marketing, Sales, Communication & Innovation
- 2018 – 2022: Chief Growth Officer at Mensura
- 2016 – 2018: Managing Director at Easyfairs Belgium
- 2014 – 2015: Founder and Managing Partner of Zembro
- 2004 –2014: several positions at bpost as Managing Director & Sales Director
- Before 2004, I worked 2 years as chief of staff for Public Enterprises, 5 years at McKinsey, 2 years at Sopres in Direct Marketing and 2 years at AC Nielsen in market research.
- Experienced board member with several board mandates and a certificate of the Board Effectiveness program of Guberna. Currently an active board member of Wit Gele Kruis, Hachiko vzw, and Women on Board vzw. Former board member at Febelux (the association of event companies) and BDMA (the Belgian Direct Marketing Association).
- In 2012 I have been elected Marketer of the Year by STIMA and Direct Marketing Personality of the Year by BDMA. I consider those awards to be a recognition for the energy and passion with which I have promoted the (direct) marketing practice since 1996
- Since 2012 jury member of “Marketer of the Year”

I spend my free time on my board mandates, in networking, and in traveling, biking, and (freeride) skiing. I also love to counsel start & scale ups on their go 2 market strategy.

Motivation

I was one of the people actively promoting the creation of BAM as the merger between 3 marketing associations and I now want to bring my experience as Board Member and my passion for Marketing to the Board of BAM so that we can further professionalize the organization and build an even stronger association.

A strong association for all involved in marketing, that provides great networking, learning and advocacy opportunities to all its members.

A strong association that grows its members, deepens its impact for all its stakeholders and builds the marketing know-how in Belgium.

A strong association with sound financials, lead by a strong team, and supported by a professional board of directors.

With more than 15 years of experience in general management roles, I want to make Marketing meaningful by ensuring it has a strong place in every executive committee and even in the boards of companies.

Finally I want to put my network at work for BAM so that we can strengthen the bridges with other associations and with our own members and partners.