

Kandidaat 17 - Ilse Van Dyck - Freelance digital marketing manager



CV

- Over 14 years experience in digital, with a particular love for e-commerce. Working for high-growth companies, guiding digital change transformations and getting marketing strategies from paper to reality by building strategy, skillsets & marketing teams.
- 2022-now: captain of the BAM D&I Think Tank
- 2019-now: freelance digital marketing manager. For clients such as Van Marcke, Digipolitans & Xior, Sortlist, ... Currently CMO a.i. for Pit&Pit
- 2011-2019: from first marketing hire to CMO at Newpharma.
- 2009-2011: digital marketer for smaller omnichannel retailers.

Motivation

Marketeers should never underestimate their impact. They both create and reflect society. This means their responsibility is greater than ever and we should treat the marketing profession as such. As professionals and industry we need to carefully consider how we navigate our world. We need to reflect on the impact we want to make and how we want to make it. Meaningful marketing is the framework reflecting the values that help marketeers drive both businesses and societies forward. Marketeers need a compass to help navigate the challenges they face in our current age. And who better than an organisation fuelled by their own community to be their partner in this search?