

Kandidaat 3 - Kathleen Peeters - Partner @ Deloitte Digital



CV

Kathleen is a Partner at Deloitte Digital where she leads the Marketing and Commerce Offering in Belgium.

Her professional motivation consists in helping companies leverage the full potential of their business by making meaningful connections with their customers and transforming their marketing and sales.

Previously Kathleen held Director positions at Microsoft, Bisnode and LeadFabric and she consulted Procter and Gamble during 15 years on their Western European CRM, Targeting and Data Strategy.

She is a member of the **Board of Directors of the Belgian Association of Marketing.**

Selection of professional experiences

- ;Partner at **Deloitte: Marketing Transformation** in FSI, LSHC, ER&I combining strategic advisory with marketing technology implementation and campaign services. **Offering lead** for Marketing and Commerce: team management and offering GTM.
- ;Enterprise Marketing Lead **Microsoft**: Digital Transformation Leader orchestrating across marketing, partner network, ISV's and sales teams.
- ;Director International Business Unit FMCG at **Bisnode** & member of Excom: P&L responsibility and development of Go-to-Market for FMCG Digital campaign offering (**P&G**, Nestlé, ABInbev, Danone).
- ;Head of Operations and Consulting at **LeadFabric**: B2B Marketing Automation implementation and consulting.

Motivation

As a member of the Board of BAM I want to bring a diverse perspective to address the challenges of Marketing in the future and support BAM in its mission for Meaningful Marketing.

Diverse from my professional services and previous career perspective, diverse from a content perspective with a focus on MarTech and Data and diverse from a gender perspective as a senior female partner.

In my first tenure in the past 3 years I have enjoyed bringing these perspectives to the Board to help shape the strategy and the future of BAM, I have actively supported the BAM Meaningful Marketing Education program and hosted the Belgian Marketing awards. I look forward to continuing to contribute to BAM's future and successful impact. These are challenging times for Marketeers: impact of inflation and recession resulting in a more cost efficiency than growth agenda, the rise of technologies such as AI on the craft of marketing, the increasing regulations often at EU level, which new capabilities are required for Marketeers to be successful in their career and in general how we can continue to transform Marketing in a Meaningful Way. All these topics will influence how we will define Meaningful Marketing in the future. Looking forward to driving this change together with the Board!