

Kandidaat 19 - Koen Van Impe - CEO @ +KOO



CV

- Born in Antwerp, Jan 6th 1969
- Married, 2 daughters

Over the past 25 years, I gained a lot of experience in general management (+KOO, Ogilvy Group, OgilvyOne and i-Merge), entrepreneurship (+KOO, i-Merge, Boondoggle, Cordaxis) and product marketing (RAM Mobile Date, Navision). My specific expertise is business management, strategic marketing & marketing communication, digital marketing, e-CRM, advertising and product marketing management. I am a senior manager with a strong marketing & financial background and a board member of various commercial and non profit companies. I like to help companies to build a clear proposition and keep them financially strong and healthy.

Education:

1. Master in business management at Vlekho, 1992.
2. Master in Applied Economic Sciences at the University of Leuven, 1991.
3. Currently guest teacher at various high schools and universities in Belgium.

Experience:

1. President of BAM since 2017
2. CEO of +KOO – the collaboration network (as from 2016)
3. CEO of Ogilvy Belgium
4. Managing Director of OgilvyOne Belgium
5. Partner at i-Merge (currently Boondoggle)
6. Founder of Cordaxis (online direct marketing agency)
7. Product Marketeer at RAM Mobile Data (telco industry)
8. Product Manager of Navision (CRM and ERP Software)
9. Controller at EDAN Systems

Motivation

After six years of chairing BAM, I would like to run for the board of directors of our association of professional marketers one last time. So what is my motivation for throwing myself in for another three years?

1. Evolution of our meaningful marketing agenda.

We have accomplished a great deal in recent years despite the difficult period during the Corona crisis. Of course, our profession does not stand still. The continued rise of martech, artificial intelligence, the importance of ethics in marketing, D&I and helping to create a sustainable society are important challenges for any marketing professional. We have laid the foundations for the continued operation of

BAM with the team and board of directors thanks to the creation of the 5 think tanks. And that again thanks to the efforts of BAM's many volunteers who believe in our mission and vision. We must now take the next step together with these think tanks and their captains. There is a need for alignment, deepening the strategy and translating our mission to each of these think tanks. Bringing the strategy to life: together with the new board of directors, our think tanks and the BAM team, we need to give a contemporary interpretation of what meaningful marketing can mean for every marketing professional. That is something I would like to participate in again.

2. Continuity

I think it is important that we form a board of directors with professionals from different fields. From BAM, we also hold mandates in other associations such as the Communications Center and EFFIE. We need a team with new blood, people with vision and a fresh new approach. Women as well as men with diverse backgrounds and beliefs. I also believe that continuity is important for progress. There is a lot of knowledge among the members of the existing board of directors and executive committee; this is important to take into the future. I also believe that it is important for BAM that some of these 'anciens' can once again sit on the new board of directors. In this way, continuity is assured and we can continue to build on our mission. Within the new team, I am a candidate to take the knowledge and history of the past years and use them to take the next step.

3. Passion

I have worked with passion on the BAM project over the past years. However, we should not forget that this is the work of many 'friends of BAM' who put time and effort also out of passion and conviction for our association. In the first place, we should be grateful for this because dedicating yourself to an organization that does not defend direct interests is not obvious. But it is precisely this passion and conviction that the market needs in order to create, alongside our colleagues from ACC, UBA, UMA, BMMa and other associations, an umbrella trade association that serves the general interest of our profession. The passion to carry out this meaningful marketing mission is more than ever present and that is why I am running for a third time for the BAM Board of Directors.