

**Kandidaat 7 - Kris Michiels - Marketing & Sales Director @ Nationale Loterij**



CV

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Over the past 18 years, together with great teams, I have been leading and transforming local and global FMCG brands, trusted by millions of consumers. From brand and marketing strategy, over innovation to communication and go-to-market. Always starting from my personal purpose which is “to build new worlds, where people can live pure and happy lives”.

I’ve held several sales and marketing positions in both B2C and B2B contexts. Career highlights:

- **Marketing & Sales Director** for Instant and Digital Platforms at the **National Lottery**. Shaping and leading the business and brand performance with a strong focus on digital marketing.
- **Country Manager & Marketing Director** at **Unilever** for ice cream and beverages. Full P&L management and orchestrating end-to-end marketing activities.
- **Digital Hub, CRM and E-commerce Director** at Unilever
- **Marketing Transformation and Innovation Lead**, and several sales and marketing positions in personal, beauty and home care at Unilever. Co-shaping Unilever’s marketing philosophy and the marketing skills/capability agenda.
- **Marketing Director** at Pepsi-Lipton EMEA.
- Contributing to the Effie jury, AMMA jury, Token Club, **BAM Sustainability Think Tank**, BAM Learning Labs etc. On stage with topics such as Brand Purpose, Diversity and Unstereotyping in marketing, Marketing Leadership, Trust, Lean Innovation and Creativity.

And above all, a very proud and passionate marketer. Elected **BAM Marketing Leader of the Year**.

Motivation

**“Empowering marketers to stay ahead of the curve and make a bigger impact. Moving from thinking to doing, connecting the dots and the people. Always sharing.”**

“Wicked Problems” ... that’s the term used to describe challenges so immense that they demand fresh, transformative thinking and bold, collaborative action. Whether it’s the urgent need to create more sustainable products and services or the marketing reality of economic downturn, rising inflation, increased digitalization, new technologies, decreasing consumer trust and the continuous demand for marketing (budget) efficiency, we need to step up our game.

I strongly believe marketers – representing the voice of “people and planet” - are in a powerful position to drive next level, responsible and inclusive growth. Growth that’s good for business and society.

**As a BAM board member, and above all, as a true marketer, my aim is to make impact with these 10 actions :**

1. Futureproofing BAM's mission and translating strategy into tangible action.
2. Setting clear objectives and benchmarks for the marketing community in Belgium.
3. Demonstrating the positive business case for Meaningful Marketing and making the philosophy practical and accessible.
4. Collecting and sharing hands-on marketing experience and shortcuts to success.
5. Advocating for a balanced approach that combines brand & marketing science (the data) with consumer-centricity & creativity (the empathy).
6. Building a marketing skills framework, to support the growth of marketers' careers.
7. Ensuring marketers stay up to date with latest marketing developments and technologies.
8. Creating connections among individuals, organizations and companies. Co-creation, networking and fun.
9. Unstereotyping marketing, bringing diversity in ideas, opinions and styles.
10. **LIFT**-ing people up: stimulating lifelong **L**earning, supporting positive **I**nitiative, bringing **F**un and doing it **T**

I'm looking forward to driving BAM's next chapter, both through words and actions. Together let's make a difference.