

Kandidaat 5 - Nathalie Erdmanis - Director of Sustainability @ AG & AGEAS



CV

Senior Executive in different businesses: Financial Services, Insurance, Retail, FMCG, Aviation, Telco.

Skills in Marketing & Communications, Branding, Press & Reputation, Sustainability, Sponsoring, Digital Marketing, Corporate Communications, Data Analytics

Curious, Agile & Positive mind

Member of the Board of Directors: BECI (Brussels Chamber of Commerce), B19 (Business Club) UFB United Fund for Belgium

Member of the **Sustainability Think Tank at BAM** (Belgian Association of Marketing) – leveraging good practice for the sector

Keynote speaker & lecturer on Marketing, Communication & Sustainability topics

Jury member for key marketing, advertising, and communication associations: Best Brand, IMC European Awards, BOA, AMMA, MIXX, Effie, ...

Resume:

- 2021 – Present: Director of Sustainability at **AG**
- 2021 – Present: Director of Sustainability at **Ageas**
- 2016 – 2021: Director of Strategic Marketing, Branding, Press & Reputation, CSR, Data Insights Analytics at **AG**
- 2014 – 2016: VP Marketing at **Brussels Airlines**
- 2013 – 2014: Marketing Director at **Orange**
- 2006 – 2013: Marketing & Communications Director at **McDonald's**
- 2002 – 2006: Group Brand Manager at **Spadel**
- 1999 - 2002: Market Manager at Winterthur (**AXA**)
- 1994 – 1999: Brand Marketeer at **Danone**

Education:

- 2020 **University of Cambridge:** Business Sustainability Leadership Management
- 2010 **Northwestern University** – Kellogg School of Management: Brand Mastery
- 1988 – 1993: **Solvay Brussels Schools** of Economics and Management

Motivation

Passionate marketer for 30 years, in different sectors (Aviation, Insurance, Fast Food, Water, Fresh Dairy Products, Telco), I had the opportunity to "co-construct" BAM's Meaningful Marketing thinking.

I am part of BAM's "Sustainability" Think Tank, and therefore I think that I can bring the necessary duality of Sustainability to the profession of Marketer, in order to ensure the transition towards a more sustainable world.