

Kandidaat 18 - Nicolas Morez - Marketing Strategic Project Manager @ D'leteren



CV

Team player and results-driven, ambitious Marketing Strategic Project Manager with expertise in CRM application & Data Management, driving sales growth and optimizing business performance.

Experience :

- 2023 – Now: D'leteren - Marketing Strategic Project Manager
- 2021 – 2023: BMW Group Belux – CRM Application & E2E Data Management Expert
- 2018 – 2021: BMW Group Belux – Sales Business Analyst
- 2018 – 2018: Infrabel - Project Engineer
- 2017 – 2018 Energis: External Consultant (Pricing Analyst)

Education :

- 2022 ICHEC Brussels Management School – Advanced Automotive Management
- 2021-2022 KU Leuven – Postgraduate in Big Data & Analytics in Business and Management
- 2012-2017: Solvay Brussels Schools of Economics and Management – Master in Management Science

Languages

- French: Native
- Dutch: Full Professional Proficiency
- English: Full Professional Proficiency

Motivation

Dear Members of the Belgian Association of Marketing (BAM),

I am writing to express my strong motivation to become a member of the Board of Directors. As a dedicated marketing professional with a deep passion for the automotive industry, I firmly believe in the transformative power of marketing and its ability to shape the future of businesses and society.

When looking at the future of the BAM, I see tremendous potential for growth and innovation. My primary goal is to foster a culture of collaboration and knowledge sharing among members, ensuring that the BAM will be seen as the place for marketing professionals to connect, learn, and thrive.

In an increasingly digital world, it is crucial for the association to lead the way in leveraging tools like AI, data analytics and automation. By organizing webinars, workshops, and conferences, we can equip BAM's members with the necessary skills to navigate the evolving marketing landscape. I truly believe

that my keen interest and passion in the field of Data, artificial intelligence and Machine Learning represent a real asset. Those fields of studies are rapidly transforming the marketing landscape, revolutionizing customer insights, personalization, and automation. It presents immense opportunities and challenges that must be addressed in the coming years. As a dedicated advocate, I am eager to contribute with my knowledge and skills to the BAM's efforts in exploring the potential of those topics in marketing. By leveraging those technologies, we can unlock valuable data-driven insights, enhance customer experiences, and drive more effective and efficient marketing strategies. Together, we can navigate into the evolving data & AI landscape and drive meaningful advancements that will shape the future of marketing within Belgium and beyond.

Furthermore, I strongly believe in the importance of sustainability and ethical marketing practices. As consumers become more conscious of their choices, the BAM has an opportunity to champion responsible marketing strategies. By promoting sustainability, diversity, and social responsibility, we can shape the future of marketing in Belgium and contribute to a more sustainable and inclusive society.

Lastly, I intend to foster a vibrant community within BAM. By organizing networking events, mentoring programs, and knowledge-sharing sessions, we can create a supportive environment where marketing professionals can connect, collaborate, and learn from one another. Together, we can elevate the standards of marketing excellence in Belgium.

In conclusion, I am excited to contribute to the growth and evolution of marketing within the Belgian Association of Marketing. Through digital transformation, ethical practices, and a strong community, BAM will become the driving force behind marketing innovation in Belgium. I am confident that my experience, passion, and commitment will enable me to effectively contribute to the BAM's success. I believe that age should not be a barrier to effective leadership and contribution. While I may be young, I bring a fresh perspective, energy, and a strong drive to make a difference within the BAM.