

**Kandidaat 6 - Olivier François - Associate director of Marketing North Europe @ Too Good To Go**



CV

- Associate Director of Marketing North Europe at **Too Good To Go** and previously Head of Marketing Belgium
- Head of Marketing at **Alphabet Belgium, part of BMW Group**
- Global Marketing Director at **Motorola**
- Marketing Director North Europe at **Lenovo**
- Several local and international marketing roles at **HP**
- European Product Manager at **Panasonic**

Motivation

Having built a career of over 20 years in marketing for several global brands and across disciplines, I can consider myself an experienced marketing generalist. After all these years in the corporate world, I have made the conscious decision to move to a social impact company and join Too Good To Go, first as head of marketing for Belgium and now as associate marketing director for North Europe.

Meaningful marketing sits close to my heart and the experience I have now first hand at Too Good To Go is a very good example of how being impact first and then marketing it is super strong. I truly believe that it is up to businesses and strong brands to make changes in our world, as their influence is much bigger than any NGO. I can see this in my daily work, and bringing these insights into BAM and seeing how other brands can be inspired by it can bring strong value.

Far too often sustainable marketing is seen as the way brands need to communicate to be accepted these days. It should not be a communication strategy but needs to be core to what a brand stands for. It is about making an impact as a brand by being a change agent. An organization like BAM that sets its mission to spread this message and help companies and marketers also to become change agents for a better world, can contribute and make a difference. I would be privileged to play a role in this and share the passion I have for meaningful marketing.