



Stephane Vermeiren

Entreprenurial Marketer

As a seasoned marketer targeting a senior management position, I excel in strategic planning, digital marketing, and data analysis. My leadership style emphasizes team motivation and talent growth, while my innovative and customer-centric approaches drive effective brand and campaign management. Skilled in communication and stakeholder engagement, I adapt quickly to industry trends, backed by a commitment to continuous learning and ethical integrity.

Contact

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Address

Lange Violettestraat 193E
9000 Gent

Education

1990

Special Licence in Marketing
Vlerick School for Management

1989

Applied Economics (T.E.W.)
UGent

Expertise

- Leadership and team management
- Brand management
- Digital marketing expertise
- Data analysis and insights
- Communication and interpersonal skills
- Budget and resource management

Language

Dutch (mother tongue)

French (fluent)

English (fluent)

Experience

Jan 2016 - present

Whiskey & Chocolate BV

Self-employed marketer

- Successfully launched Realo Belgium (Jan 2016 - Jun 2016).
- Developed comprehensive marketing strategies for LijnCom (Jul 2016 - Aug 2016).
- Served as Strategy and Planning Director ALDI via The Backroom/McCann, leading to significant market penetration and growth. Bronze Effie (Sep 2016 - Jun 2020).
- Spearheaded the launch of Voilà, a collaborative initiative of Mediahuis and Vanbreda Risk & Benefits (Apr 2020 - Apr 2022).
- Optimised itsme's marketing strategies effectively (Nov 2022 - Nov 2023).

Mar 2014 - Dec 2015

DPG Media

CEO Vacature / Références / Intermediair

- Led the restructuring of Vacature.be/Références.be, stabilizing and positioning the platforms for growth.
- Oversaw all online services in Belgium and the Netherlands, achieving a 22% growth in EBITDA to 11 million EUR in 2015.
- Initiated a 50/50 joint venture with Realo.be, expanding offerings and market reach.
- Led the launch as self-employed marketer (see above: Whiskey & Chocolate).

Jan 2003 - Feb 2014

Rabobank.be

Head of Marketing / General Manager

- As head of marketing, spearheaded the development and positioning of a new internet bank, outperforming competitors.
- Led the successful market launch of RaboPlus in New Zealand, winning the Golden Effie Award (2006) for the campaign.
- From 2006 on, as general manager for Belgium, drove customer base growth from 60,000 to 245,000 and assets from €2 billion to nearly €10 billion, achieving the lowest acquisition cost and highest customer satisfaction (NPS) among Belgian banks.
- Built and led a high-performing team of 50 FTE, significantly enhancing operational efficiency and service quality.
- Received a Bronze Effie Award (2009) and was named **Marketer of the Year 2013**.

And before

- Jan 2001 - Dec 2002: Marketing consultant for Axa Bank
- Jul 2000 - Dec 2000: Marketing Manager Sopres Happy Days
- Oct 1997 - Jun 2000: Marketing manager Magazines de Persgroep
- Oct 1992 - Oct 1997: Sales Manager Sopres
- Oct 1990 - Oct 1992: Client Service Executive AC Nielsen Co