

# Bart Van Den Kieboom

## Strategic Consulting for Digital Projects

Senior Consultant in the field of Business Strategy, Communication & Internet Consulting related issues. Broad experience in managing Internet-related projects, Team-Management and Strategic Consulting.

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Company Web page: <http://www.earlystage.be>

Personal webspace : <http://www.vandenkieboom.net>

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### Professional Background

2007 – to date **EARLY STAGE (ES)\* - Co-Founder**

Early Stage is a consulting bureau providing advices and support around business and management efficiency, with a steady focus on e-business cutting-edge concepts, methods and tools. I'm particularly in charge of the company's sales and operational delivery.

*Key achievements for:* Knauf, Belnet, BNP Paribas Fortis, Presscenter, Fedict, Belgian Government, etc.

2006 – 2008 **LBI Belgium (LBI International AB) – Client Service Director**

- As Client Service Director I was responsible for a team of Client Managers and Consultants.
- I was also responsible for staff utilization and development, revenue generation, income projections and expense control.
- Furthermore I had administrative functions related to executing the annual business plan and I was responsible for meeting the profit objectives with the team.
- My main target was to develop major clients and do new business development while managing at the same time the CSD-team. As CSD I was part of the managing committee of LBi Belgium
- *Key achievements for:* National Lotery, VVSG, BMW, EUROCONTROL, VLM, FOD Gezondheid, Fortis AG, KBVB, AECC, Innogenetics, Presscenter, Liberale Mutualiteiten, Robert Half, Horecanet.

2006 – to date **NERYS - Founder and CEO**

NERYS is a consulting company specialized in operational management of internet projects and strategic consulting.

*Key achievements for:* LBi (see projects above), Sinople

2001 – 2006 **Digital Age Design sa/nv – DAD – Client Manager**

- Sales related activities starting from qualifying leads to presenting full

offers. A sales consultant at DAD makes the pré-sales effort and the sales effort at the same time. So this means from the conception of the solution to presentation of solution with the client. In short : lead qualification, business opportunity analysis, functional analysis, resource-estimation, cost evaluation, presentation and closing.

- Convincing and teamwork were an integral part of this job.

*Key achievements for: European Commission, Studio 100, d'Ieteren,, Fiat Auto Belgio, Telindus, Belgacom, Ministerie van de Vlaamse Gemeenschap, Vlaamse vereniging voor Steden en Gemeenten, BIVV/IBSR, Flanders Foreign Investment Office, De Stad Brugge, Robert Half International, Nestlé and many others.*

2000 – 2001 **Adera – Senior PM**

- Overall management of production resources
- Availability Management, Contingency Management, Implementing the new project management system (Evolve), planning, evaluation, Change Management, Hard & Software purchasing, Technical consulting , PM-team leader, APM-ambassador (Adera project Culture, this was the general Project Management methodology of the whole Adera group), Leading PM-team, Managing major accounts, daily briefing of team, consulting, functional analysis, setting up Project specifications, Customer relations, People Management

*Key achievements for: L&H, Atlas Copco, Stad Antwerpen.*

1997 – 2000 **The Reference – Senior PM**

- PM major accounts,
- daily briefing team,
- designing project plan
- Leading PM-meetings,
- Setting up Project methodology
- Coaching
- Seminars for clients
- Writing analyses
- People Management.

## Academic Background

2006 - 2007 : Executive MBA at Solvay Business School (CEPAC)

1992 - 1997 : Universitaire Faculteiten Sint-Ignatius (UFSIA), Antwerpen  
Handelsingenieur in de beleidsinformatica (Commercial Engineer in Business Informatics, masters degree)

1986 – 1992 : Latijn – Wiskunde (Latin-Mathematics)  
Sint-Jan Berchmans college, Merksem

## Extra-Curricular

2006 : PMI Project Management course (Prosource)  
2005 : Google adwords certified professional  
2003 -2007 : speaker at several seminars organized @ LBi and external companies  
(some examples : WAI compliance, MarketShare seminar on CMS-systems, traffic building on websites, CMS-systems and referencing (SEO))  
2002 : Sales-management training, DAD external training  
2001 : ITIL (Information technology Infrastructure Library) foundation and writing of SLA's, Business training  
2000 : Balanced Scorecard System (evaluation and motivation of your team), IIR

## Key Skills

<b>General Management</b>	Global skills on Strategy, Finance, HR, Marketing and Organization.
<b>Strategy</b>	Management of strategic consultants' teams, defining vision, scope and competency models. Huge customer-facing and presales activities.
<b>Operations Management</b>	Setup and control of internal systems, controlling third party solution providers, resource allocation.
<b>Internet Architecture</b>	Content Structure, Information Architecture optimization towards business strategy, communication goals and people's expectations. Information gathered through interviews and workshops (specialty built thanks to numerous experiences both in public and in private sectors).
<b>Client Management</b>	Sales and pre-sales efforts for clients in multiple sectors. Preparing, making and presenting offers, estimating resources costs, functional analysis, qualification of leads, business development for different sectors, relationship management.
<b>Project Management</b>	Application of PMI standards. Aware of Prince 2, SCRUM, ITIL, CMMI's basic principles.
<b>Marketing &amp; Communication Management</b>	Audit and benchmark, setting up objectives and positioning, setting up strategy and tactical paths, building brands and corporate identities, analyzing end user behavior, usability & user experience, communication strategy, communication plan, media buying & planning, reporting.
<b>Business Analysis</b>	Mastery of tools & techniques for leading strategic & business analysis (workshops, mappings, etc).
<b>Communication skills</b>	Excellent written and oral expression, both in Dutch, French and English; logical and structured mind.

## Technology Literacy

<b>Desktop</b>	<ul style="list-style-type: none"><li>▪ Deep mastery of Microsoft Office Suite, including MS Project, MS Visio and MindManager.</li><li>▪ Adobe Acrobat, Adobe Dreamweaver and major web tools.</li></ul>
<b>Content Management</b>	Ensured the project management for multiple CMS projects using Tridion, Interwoven, Drupal, Documentum, MediaSurface and various open source solutions. Sales knowledge of Documentum, Interwoven Teamsite, Mediasurface, MS Sharepoint, Sitecore, Silverlight, etc.
<b>Programming</b>	Basic knowledge of (few practical skills): <ul style="list-style-type: none"><li>▪ HTML, CSS and basic javascript.</li><li>▪ ASP</li></ul>

## Languages

<b>French</b>	Excellent.
<b>English</b>	Excellent.
<b>Dutch</b>	Mother Tongue.
<b>German</b>	Basics

## A peek on my private life

- Married. 2 children.
- Enjoy reading, jogging, comics and having a good time with friends.
- Driving License A & B (yes I ride a motorcycle both for professional transport and leisure)

## Contact information

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