

Stefaan Vuylsteke

Senior Digital Engagement Expert

Introduction

With 20 years of experience in customer centric digital business, Stefaan is an expert in **digital customer experience** and **engagement**. He collects, maps, detects, architects, coordinates, targets, tests, optimizes and makes sure your customers get the **best 1:1** experience throughout their whole journey. **Interaction for people with people**. He is true bridgebuilder between marketing, sales, service and IT. He can look back at 12+ experience in Digital Marketing, CRM and Marketing Automation. He knows how to transform communication into engaging actions! He is certified in **change management** and **behavioural science**.

He helps you all the way, until your customers say: “wow, they really understand my world.” Stefaan knows how to **detect the problem and fix** it. He masters a lot of techniques to collect and gather qualitative information from your customers, especially **behavior data**. He makes information insightful and actionable through **mapping techniques**. He is your outside-in thinker, your voice of the customer.

Stefaan has worked for **50+ leading brands** within the context of digital service innovation an adoption, customer experience, customer lifetime management and lead generation. He has launched and activated digital **customer platforms** (e.g. Audi, Brenntag, Samsung, TomTom), **digitalized customer services** (e.g. Freo, CZ, Wolters Kluwer) and managed customer **engagement programs** and campaigns with marketing automation (e.g. Essent, Philips, Thales).

Expertise

- ✓ Customer Experience Customer research, persona mapping, customer journey mapping, customer voice program, customer value proposition
- ✓ Marketing Automation Digital engagement strategy, managing email campaigns, always on frameworks, campaign processing, database modelling
- ✓ Lead Marketing Demand waterfall framework, lead engagement strategy, demand generation & lead nurturing campaigns, lead process, lead scoring
- ✓ Behavior Design Behavior research & modelling, own developed behavior design thinking & doing framework, mastering new behavior design languages (e.g. habit, emotion, choice, value)

Way of working

Remote, Onsite (max 1 day/month + workshops)
Customer Thinker & Doer, Hands-on, Facilitator, Growth, People

Personality

Open, active, can do, laughing and helping.

Industries

<u>Technology & Telecom</u>	Telenet, Proximus, Amadeus, Microsoft, Samsung, Wolters Kluwer
<u>Manufacturing</u>	Brenntag, Wienerberger, Boon Edam, Primagaz
<u>Finance & Insurance</u>	Rabobank, Touring, ONVZ, CZ, Freo, Euronext
<u>Mobility</u>	BMW, Audi, VW, Athlon, Skoda, Porsche, TNT



Track of record

Human Digital Thinker & Doer (founder & practitioner) **beyonder** – Belgium, Spain (April 23 – Present)

beyonder empowers businesses and agencies with H.I Human Intelligence at scale based on behavior science to create successful & better digital experiences; fully attuned to the complexities of the human mind and behavior.

- + Digital innovation
- + Product design, adoption & UX
- + Growth & CX

Digital & Marketing Automation Strategist (freelance) **Serviceplan Group** - Belgium (June 21 – Present)

The Serviceplan Group is the largest and most diversified owner-managed and partner-managed agency group in Europe.

- + Creative strategy for BMW, Aldi, Galbani, Esso
- + Digital strategy & engagement campaigns for ALDI
- + Marketing Automation foundations for ALDI
- + Lead Campaign for Nespresso

Strategy Director (ad interim) **Springbok Group** - Belgium (Jul 21 – Dec 21)

Springbok is a leading international brandtech agency for a sustainable future, delivering value with purpose, creativity, and technology.

- + Team & process management
- + Rebranding for Bridgestone
- + UX projects for Luxilon, Merak & Reynaert
- + Growth Marketing for Beko, Mercedes, Honda

Lead Engagement Workshop (project) **Arcadis** - Belgium (2021)

Lead Engagement Program (project) **SCIA** - Belgium (2021)

Feed the marketing team with content and campaigns to engage with prospects and customers throughout Europe. "We want to have a lead marketing machine".

- + Context mapping, stakeholder and persona mapping.
- + Journey map for leads and for clients
- + Lead and customer engagement framework
- + Content strategy
- + Campaign design

Lead Manager Publishing (freelance) **DPG Media** - Belgium (Mar 20 – Jan 21)

Responsible for lead management: generating qualified leads for paid subscription - 2 journals and 7 magazines.

- + Lead engagement framework for Het Laatste Nieuws (HLN)
- + Always-on lead campaigns: conversion campaign and basis engagement campaign.
- + Always-on upsell and cross-sell email campaigns for HLN and De Morgen
- + Trial subscription: new formula and engagement campaigns (for all 9 brands)



- + Data quality check, clean-up and opt-in activation campaigns

From 20% to 58%
email open rates

Click to open
up to 44%

+165
Emails

Customer Value Proposition Manager (freelance)

Telenet Business - Belgium (Apr 19 - Dec 19)

Besides the core product management activities for Business TV, security and cloud solution, Stefaan helped the product team in the transition to CVP, putting the customer and user first.

- + Customer research for developing new cybersecurity services
- + Workshops on persona, experience mapping and service blue printing for mobile & cybersecurity
- + Product & marketing life cycle management for Business TV and cloud solutions (e.g. domain)
- + Customer research, ideation and business case for Mobile device service
- + New CVP design & implementation for Office 365.
- + New CVP framework based on Service Design Thinking & Agile Marketing

Senior Customer Experience Consultant

Engagement Factory - Benelux & France (Oct 16 - Mar 19)

Stefaan helped in the adoption of customer & digital driven marketing in B2B for Proximus, Primagaz, Omron, Thales, Zetes, Philips Lighting (Signify), Philips Healthtech, Samsung, Athlon, Vacalians, RaboBank, ONVZ, CZ, Freo, Boon Edam, Brenntag, DigiB, Essent, Wienerberger, PWC and KPMG. Coached 6 FTE.

- + 30+ workshops on customer persona and journeys, validated with customer research.
- + 10+ marketing automation implementation and CRM integration.
- + Content marketing strategy and platforms for Athlon, Freo, Philips, and Boon Edam.
- + Digitalized services for Freo, ONVZ, Thales and Athlon.
- + Educational campaigns for Philips Healthcare, CZ, ONVZ and Samsung.
- + Lead generation campaigns for Philips Lighting, Boon Edam, Essent and Proximus.

Proximus Mobile Workplace
★B2B Award ★
Lead generation campaign

Samsung Mobility
★ Oracle Markie Award ★
Lead generation program

Philips Smart Cities
★ B2B Award ★
Best content campaign

Head of Marketing

Wolters Kluwer - EMEA (May 15 – Oct 16)

Stefaan made the transition to B2B digital driven marketing. He translated a clear customer marketing strategy into people, process, technology, data and content. Managed 10 FTE.

- + CVP & Go to Market for 3 cloud solutions.
- + Corporate branding and content strategy.
- + Persona & buyer journey mappings for lead generation
- + Implementation & integration of marketing automation
- + Raised the digital marketing & project management maturity
- + 5 customer life cycle programs: lead generation (Transwide), product activation (Teleroute), education (Freightcentral), ambassador & churn (Teleroute).
- + 80+ email campaigns within 15 countries.

-70%
production time

x6
marketing leads

-40%
agency cost

3 out of 4
multi-channel campaigns

CRM Account Director

Emakina Group - Belgium & France (Sep 14 – May 15)

Stefaan helped in the adoption and execution of data driven marketing for Audi, Auping, Brantano, Samsung, Credit Foncier, Sunweb, TomTom, Air Canada and Skoda. Coached 4 FTE.



- + Post purchase engagement program for TomTom.
- + Customer Engagement Program - MySamsung.
- + Conversion optimisation of lead generation tools.
- + Multi-channel lead generation campaigns for Audi & Skoda.
- + New customer data model for Sunweb.
- + 60+ email campaigns based upon marketing automation.

CRM Account Director

ServicePlan Group - Belgium (Oct 13– Sep 14)

Stefaan was responsible to build a CRM team, services and delivering B2C data driven communication for BMW, Wolters Kluwer, ICI Paris XL, Touring, Exki and Thomas Cook Airlines. Managed 6 FTE.

- + User experience journey mappings.
- + Digitalization of the customer life cycle program BMW Financial Services.
- + New customer loyalty program for Exki.
- + Lead generation & education campaigns for Wolters Kluwer.
- + Monthly e-newsletters: from static to dynamic content.
- + Digitalization and automation of campaign and data management for BMW.
- + Data management process & governance.
- + 100+ email campaigns with marketing automation.

“ *He's an experienced and strong team player, never losing focus on his projects with combined efforts. While being a warm personality, his professionalism excels in rationally visualizing complex CRM-procedures and bringing order in dataflow chaos, so that even chaotic guys - like myself - are immediately into the subject.*

Bart Klerckx, Creative Director

CRM Account Director

JWT Brussels – Belgium (Oct 12 – Oct 13)

Within digital data driven marketing, Stefaan acted in account management, project management and consultancy for Audi, Skoda, Seat, Porsche, Volkswagen, Beobank and Securex. Coached a 10 FTE team.

- + 3 customer dialogue programs for Audi.
- + Digitalization and automation of campaign and data management for Skoda and VW.
- + New lead generation campaigns, tools and platforms.
- + Lead scoring & reporting dashboard for Audi & Skoda.
- + Marketing automation strategy for Beobank.
- + 65+ email campaigns, 5 microsites, 4 platforms and 6 customer programs.

Customer Segment Manager & New Service Development

Amadeus Group – Benelux & EMEA (Feb 08 – Oct 12)

Stefaan was part of the WEMEA program 'Return to Customer Excellence'. The aim was to move away from the classical GDS story to solution & customer value selling.

- + Customer segment value propositions.
- + Persona & journey mapping, focus group, day-in-the-life & interviews.
- + Business performance and sales & communication plan per segment.
- + Customer development programs.
- + Engagement campaigns for lead generation, development and retention.
- + User adoption programs: loyalty program, on boarding program and educational campaigns.
- + New solution development in online travel.
- + CRM and marketing automation administrator.

★ 3 EMEA rewarded campaigns ★



“ Stefaan is a talented Marketer with interesting and pragmatic ideas taken from listening customer needs. He is really keen on making sure projects become reality as well as making sure the business relevancy, for Sales and Marketing, is guaranteed.

Gaëlle Desportes, WEMEA Marketing Manager

Marketing Manager

TNT – Belgium (Feb 06 – Feb 08)

Stefaan supported and created B2B new business and services in Belgium. Managed a 2 FTE team.

- + Expanded the retail network of B2B and B2C post shops to 250.
- + Geo targeted acquisition campaigns and events.
- + Digital lead generation campaigns.
- + 3 new B2B services, 3 C2C delivery services and 1 online Pay&Deliver service.
- + Realized revenue within B2C post shops +90% the forecasted revenue.
- + Key partnerships with AMP, Staples, 2dehands and eBay.
- + Corporate brand awareness.

+250
retail network

+7
new services

x4
leads SME

x2
website traffic

Marketing Manager

Princess Household Appliances – Belgium (Jan 05 – Feb 06)

Stefaan defined and managed the roll-out the communication strategy, plan & budget of 2 consumer electro brands Princess, combining retail, event & digital communication. Managed 1 FTE.

- + New local trade marketing actions with key retailers resulting in more sales.
- + New cross channel & media campaigns for Starck line, Table Chef and Retro line.
- + 2 new brand websites, 3 campaign microsites and 1 retail communication platform 2.0.
- + New and improved collaboration with local agencies.
- + Bridged the gap between regional and WEMEA commercial team.
- + Website administrator.

Customer Segment Manager

Blending International – Benelux (May 03 – Jan 05)

Stefaan build out the value proposition & go-to-market within the domain of ERP. Rolled out the corporate branding and services communication. And was responsible to build up awareness and sales pipeline.

- + Market segmentation and customer value propositions.
- + Lead generation: targeted DM & media campaigns and strategic partnerships
- + Selection and implementation of the CRM tool and training.
- + Account & profile data management
- + Managing the lead management process
- + CRM & website administrator.

+15
Qualified Sales Leads

+10
Requests For Proposal

+5
Sales Opportunities



Certified expertise

- ✓ **Behavior Design Thinking & Doing** Inventor & Practitioner
Beyonder, 2023
- ✓ Mastering **Value Propositions & Business Model**
Strategyzer, 2019
- ✓ **Service Design Thinking** Practitioner & Facilitator
Design Thinkers Academy, 2019
- ✓ Prosci **Change** Management Practitioner
The People side of change, 2018
- ✓ Master **B2B Marketing**
Oracle University, 2017
- ✓ Master **Consumer behavior science**
Online Dialogue, 2016
- ✓ **Project** Management Prince 2
Management Plaza, 2011
- ✓ Master Business Sciences, **Marketing**
Ehsal, 1997 – 2002

Multi lingual communication

Dutch (Native)

French (Fluent)

English (Fluent)

Spanish (Speaking)

German (Basic)

Technology: tools & roles

Collaboration & Visualisation Office365, Planner, Trello, Visio, Tableau, Smaply, Miro

User Admin Sponsor

Marketing Automation Oracle Eloqua, Oracle Responsys, Selligent, Marketo, HubSpot & Adobe Campaign

User Admin Sponsor Trainer Analyst Implement Seller

CRM & Sales Enablement Salesforce, SAP, Navision, Siebel, Pipedrive, LinkedIn Navigator & Showpad.

User Admin Sponsor Trainer Analyst Implement

Project MS Project, Yadera, Basecamp, Active Collab, Eurojob, Easy Projects, Huddle & Jira.

User Admin Sponsor

Website Oracle Maximizer, Blueconic, Sitecore, Umbraco, Drupal, Wordpress, Fork, Optimizely, Hotjar and Clicktale.

User Admin Sponsor Analyst Seller

Content, Digital Asset & Knowledge Oracle Compendium, Bynder, Microsoft SharePoint and Yammer.

User Sponsor Analyst Seller

Customer Voice Qualtrics, Usabilla and SurveyMonkey.

User Admin

Locations: Sportstraat 212, 9000 Ghent, Belgium + Carrer del Pedrer, 4, 07814 Santa Eulària des Riu, Spain

Contact: tel: +32 (0)484 48 05 24 stefaan@growthup.eu



Brands

