STEFAAN VUYLSTEKE

INTERIM CONSULTANCY

EXPERT IN
CUSTOMER EXPERIENCE AUTOMATED C-DRIVEN CAMPAIGNS

With 20+ years of marketing & digital experience across **corporates**, **digital agencies**, and **start-ups**, I craft **services**, **value propositions**, and **multichannel campaigns** tailored to every customer stakeholder. I combine deep data expertise with seamless integration of marketing and sales systems. The results? High-performing **lead generation**, increased **product adoption**, and a **consistent customer experience**. But it all starts with one thing: truly understanding the customer and user, especially their behavior. That's where I come in. I invite you to explore more about my expertise and experience. At the core, there are **5 key reasons** why product and marketing teams bring me on board.

1. CUSTOMER THINKING & DOING

I trained 200+ professionals through hands-on workshops and proven frameworks in customer value, journey mapping, customer life cycle, content, customer feedback & service innovation.

CX Expert Talk THOM 2024

2. WE NEED BEHAVIOR INSIGHTS

"Why do they not buy, not try the demo, or not use our self-service?" I uncover what drives and blocks user behavior—using proven behavioral models and insights.

Speaker, Human Technology Ibiza Tech Forum 2023

3. STOP WITH MANUAL BATCH & BLAST

But automated journeys that remove digital friction — info and services people truly need. Insight driven, non-branded content that attracts and engages.

4. WE NEED QUALITY BUYERS & USERS

I align with sales & product: high-quality leads and real usage conversion. I crafted 350+ campaigns - demand, nurturing & qualification campaigns - as well as onboarding, activation & ambassador programs.

Expert digital advice Mediaforta, 2023

5. GET THE MOST OUT OF OUR TECH & DATA

I have led 15+ CRM and Marketing Automation integrations for brands like Thales, Philips & Proximus. Trained them to make more use of data for automated campaigns, e.g. customer profiling & lead scoring.

+32 484 48 05 24
stefaan@growthup.eu

STEFAAN VUYLSTEKE

47 YEARS | GENT (BELGIUM)

Expertises

- CX
- Lead management
- Marketing automation
- Behavior research & design

Certifications

- Design thinking
- B2B & AB marketing
- Coach & behavior change
- Applied behavior science

Tools*

Marketing Automation
Prototyping | Whiteboard
CRM | Customer Feedback
Analytics | Test | Research

Skills

- Analytical
- Organisation
- Vision & strategy
- Concept & creation
- Project management

Mindset

- Hands-on
- Exploration
- Teamplayer
- Get things done
- Long lasting impact

Languages

- Dutch native
- French excellent
- English excellent
- Spanish very good
- German good

Activities

Design value propositions | Stakeholder management | Customer data management | Campaign strategy & implementaion | CLC Programs | Content audit & creation | Digital channel plan & management | Training & Coaching | Customer & behavior research | Lead nurturing & routing | Digital converion & optimization | Go To Market Strategy | Project & test management | Customer journey | Performance & lead reporting

Brands

Wienerberger, Arcadis, Veolia, Brenntag, Boon Edam, SCIA, Eneco, Electrabel, Shell, SSE

Philips Healthcare, Primagaz, CZ, Miss Mira, MenIT, ONVZ The Breath Club

Telenet, Proximus, Samsung, Microsoft, Philips, Omron, Wolters Kluwer, Thales

Nespresso, Auping, ICI Paris XL, Aldi, Exki, Rabobank, Freo, Securex, Euronext, ING, BeoBank, Touring

Audi, VW, BMW, Mini, Skoda, Seat, Porsche, McLaren, Athlon, Mercedes, Honda, Bridgestone

Thomas Cook, Sunweb, Air Canada, Amadeus, Tohapi, Maxis.ai, DPG Media

*"One of my core strengths is **value design** — uncover the real value you want to bring to customers (and stakholders) and translate into offerings & communication that stand out. I work with the CVP Canvas, enriched with insights on what drives & blocks behaviors, and alligned with the overall brand & company startegy"*

* For more details, see on the experience pages 04-10

+20 YEARS EXPERIENCE

Corporates

		Roles:	Industries:
2024 Freelance	Proximus Telecom	Business Service Designer	
2021 Freelance	Arcadis Sustainability solutions	CX & Engagement Expert	
2021 Freelance	SCIA SAS for civil engineering	CX & Engagement Expert	
2020 Freelance	DPG Media Newspapers & magazines	Lead & Acquisition Manager	
2019 Freelance	Telenet Business Telecom & technology	• Value Proposition Manager • Design Thinking Coach	
2015 Employee	Wolters Kluwer Information & software solutions	Marketing Director	
2008 Employee	Amadeus Travel technology solutions	• Customer Segment Manager • Innovation Manager	
2006 Employee	TNT Group Courier delivery services	Marketing & Product Manager	
2005 Employee	Princess Home Small household appliances	Retail Marketing Manager	
2003 Employee	Blending International Enterprise software	• Customer Segment Manager • CRM Manager	

Agencies

		Roles:	Industries:
2021 Freelance	Serviceplan Group 360° communication	Digital Strategist Engagement & Adoption	
2021 Freelance	Springbok Agency Full digital	Strategy Director Service Design & Digital	
2016 Employee	Engagament Factory Marketing Automation & CX	CX & Engagement Consultant	
2014 Employee	Emakina Group Full digital	CRM & Marketing Automation Team Lead	
2013 Employee	Serviceplan Group 360° communication	CRM & Marketing Automation Team Lead	
2012 Employee	J. Wolter Thompson Full communication	CRM & Marketing Automation Account Manager	

Start-ups

		Roles:	Industries:
2024 (active) Founder	The Breath Club Mental & emotion health club	• Service Designer • Health Trainer	
2023 Freelance	Miss Mira AI AI driven elderly companion	Behavior Researcher & Designer	
2023 Freelance	Maxis AI AI driven travel concierge	Behavior Researcher & Designer	
2023 Freelance	Beyonder Behavior design	Behavior Design Trainer	
2022 Freelance	Men IT Digital solutions for mental care	Behavior Researcher & Designer	

CORPORATES

Business Service Designer
Freelance (role based) | 2024

"I did service improvement & innovation in the RES Mobile Squad, initiated the RES value project and coached service designers."

- *2 Revamps of the mobile plans*
- *6 Design sprints mobile evolution*
- *2 New mobile offerings*
- *Mobile growth above forecast*
- *Redesign of key webpages*

Proximus
(Telecom)
Belgium

- **Research**: Market analysis | Competitive research | Test & validate new offerings | Mobile friction mapping | Optimization subscription choice and mobile value
- **Service innovation**: Mobile evolution design sprints | New international & roaming offering | Joint offer: Forward trade-in service | Security offering
- **Service improvement**: Roaming service: value redesign, new notification messaging & improved activation | Joint offer service | 2 revamps of mobile subscription plans | Revamp of data options | Mobile post-onboarding flow
- **Behavior design**: Customer paying service | Roaming service | Wifi booster
- **Training:** CVP Canvas | Behavior design | Responsible deisgn

New workshop formats | Detailed concept design | Value design

Figma | Qualtrics | Micro Strategy Adobe Analytics | ChatGTP

CX & Engagement Expert
Freelance (project based) | 2021

"I helped marketing & sales to boost authority and demand generation in vertical markets."

- *5 Demand generation campaigns*
- *4 Always-on profile campaigns*
- *Re-allocation of budget*
- *Belgium as lead CX country*

Arcadis
(Sustainabile engineering & consultancy for infrastructure)
Belgium

- **Research:** 6 Personas | 2 Stakeholder maps | 35 Interviews | Customer journey mapping | Competitive research
- **Content:** Content audit & research | Content framework | Content themes & topics mapping | Expert content platform & automated email flows
- **Strategy:** Buyer & customer journey flow | Channel plan | Campaign strategy per vertical | Opt-in tactics & campaigns | Data enrichment tactics
- **Campaigns:** Demand & lead framework | 5 Demand & lead campaign flows | Vertical content email flows

Workshop facilitation | Flexibility | Best practices | Solid frameworks

Miro | Oracle Eloqua | Salesforce | SurveyMonkey

CX & Engagement Expert
Freelance (project based) | 2021

"I helped marketing to boost acquisition in emerging EU markets and enhance loyalty in mature ones."

- *+60% Quality demo leads*
- *-35% Dropout demo lead*
- *New content authority program*
- *8 Campaigns*

SCIA
(SAS for civil engineering)
Belgium | the Netherlands | France | Spain | Germany | UK

- **Research:** Full customer involvement map | 2 Personas | 40 Interviews in 6 countries | Customer & product persona map | 4 Co-creative workshops | Customer validations
- **Content:** Buyer & customer journey (incl. country localization) | Content audit | Content & channel plan | New Smart Engineering program | E-newsletters
- **Acquisition:** Demand & lead framework | Smart Engineering Campaign flow | Lead gen. & nurture flows
- **Onboarding & adoption:** Onboarding flow | First successful project adoption program | User ambassador program | CLC campaigns
- **Redesign & optimization:** Demo appointment - LP & emails | Email templates

Multi language | Research | CRO | Workshops | Digital campaigns

Miro | Marketo | Smaply | Qualtrics

CORPORATES

Lead & Acquisition Manager
Freelance (role based) | 2020 (1 year)

"I redesigned the trial subscription service and implemented acquisition & upsell tactics for paid subscriptions."

- *+ 50% Email opt-ins*
- *- 15% Subscription churn*
- *+ 30% Upsell subscriptions*
- *150 automated emails*
- *Predictive modeling*

DPG Media
(Newspapers & magazines)
Belgium & the Netherlands

- **Trial subscription**: New service & pricing offering | Journey mapping | Multi channel campaigns | Predictive data modeling | New digital assets for 11 brands
- **Customer data**: Problem analysis | Q&Q improvement | Redesign quality rules and process | Database clean-up | Redesign account flow & preference centre
- **Lead campaigns**: +45 Lead & promotion campaigns | +65 Always-on upsell & cross-sell campaigns
- **Retention campaigns:** Customer journey mapping | Automated multi channel onboarding flows | Subscription renewal campaigns
- **Adoption campaigns**: Adoption boost of the mobile app HLN & DeMorgen | Test & introduce new functionalities
- **Redesign & optimization:** New email templates | A/B Tests lead campaigns | A/B Testing on subscription & sign-up pages | A/B Testing in-app sales

Fast | Data savy | CRO | Template thinking | Marketing automation

Selligent | Salesforce | Google Analytics | Optimizely | Zendesk

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Value Proposition Manager
Design Thinking Coach
Freelance (role based) | 2019 (1 year)

"I managed a portfolio of services and helped colleagues with research, workshop facilitation & design thinking training."

- *-20% Churn Office 365*
- *+30% Acquisition Office 365*
- *3 redesign offerings*
- *New adoption service*
- *Acceleration in research*

Telenet Business
(Telecom & technology)
Belgium

- **Business TV:** Solved sales & delivery problems | Service blueprint | New offering | Transition campaign: analogue to digital TV
- **Office 365:** Qualitative research | Redesign subscription offering & value proposition | Acqusition & cross-selling campaigns | New adoption service
- **Cybersecurity**: Qualitative research | Concept design service offering | Customer journey mapping | Service blueprint
- **Cloud & domain:** Redesign value proposition | New bundled offerings | Growth plan | Acquisition & cross-selling campaigns
- **Mobile:** Qualitative research | Design service offering | Customer journey mapping | Service blue print | Business modeling | Concept B2B customer platform
- **Training:** Design thinking framework | Workshops CVP & BM canvas

Coaching | New format interviews | Value design | Campaigns

Miro | Smaply | Marketo | Strategyzer

Marketing Director
Employee | 2015 (2 years)

"I transformed the global marketing team into digital machine of lead gen & content serving all markets & close collaboration with products, sales & CS."

- *+85% ROMI*
- *From single to multi campaigns*
- *Lead funnel reporting*
- *+35% transactions Teleroute*
- *+ 250% qualified leads*
- *+40% upselling Transwide*

Wolters Kluwer
(Information & software solutions)
Belgium (EU & US market)

- **Transformation:** Process & quality management | Test & Optimize culture | +300 Email campaigns in 15 countries | Rebranding | 6 New websites | New lead tools
- **Data & Content:** CRM & Marketing Automation integration | Data clean-up & modeling | Lead scoring, routing & reporting | Profiling & preference centre | Content audit & plan | EU content HUB with local experts
- **Digital:** Customer ambassador program | Automated customer onboarding | Digital sales & service interactions | Digital event management
- **Transwide - Acquisiton & development**: Qaulitative research | Journey mapping | Redesign CVP | Vertical lead campaigns
- **FreightCentral - Innovation:** Qaulitative research | Journey mapping | Design CVP | Service offering | Go-to-market | Demo lead tool | Educational campaigns
- **Teleroute - Acquisition & adoption:** Multichannel & -country campiagns | Redesign lead tools | Personalised notification system | Always-on campaigns

Fast | Team coaching | Lead reporting | Data driven | Efficiency

Selligent | Salesforce | Google Analytics | Yadera (Teamleader)

CORPORATES

Innovation Manager
Employee | 2011 (1 year)

"For the first time innovation was driven from the local countries. I was responsible for leisure & tour operating."

- *15 Validated business ideas*
- *2 New concepts - 1 approved*
- *Key insights for product & sales*

Amadeus
(Travel technology solutions)
Belgium (Benelux) | Nice & Madrid (Headquarters)

- **Research:** +40 Customer interviews | +20 Stakeholder interviews | +40 Traveler interviews | Focus groups | Market & trends analysis | Leisure travel journey | Collaboration with external consultants & research agencies
- **Ideation & testing:** Ideation listing | Concept designs | Co-creative workshops | Multi model & cross-check validation | Concept designs
- **Business & marketing:** BM canvas | Cost & revenue calculations | Business case | Collaboration with product, finance & sales | Value proposition | Steering groups & stakeholders | Partnership screening & selection

Business design | Research | Ideation | Storytelling | Synthesis

Selligent | Salesforce | Google Analytics | Optimizely

Customer Segment Manager
Employee | 2008 (3 years)

"As member of the WEMEA Customer Excellence Program, I had a matrix driven role interacting with product, sales & marketing to help with their targets on local & global level."

- *3 Rewarded campaigns*
- *+150 M&S campaigns*
- *3 Adoption programs*
- *+40% budget*
- *+5% Revenue year on year*

Amadeus
(Travel technology solutions)
Belgium (Benelux) | Nice & Madrid (Headquarters)

- **Customer research:** Customer knowledge base | Customer voice program | Segment focus groups | Travel trends | Customer insights newsletter
- **Customer strategy:** 7 Segment plans & CVP | Define & execute campaigns per segment | Sales & marketing collaboration | User interaction program (bottom-up)
- **Customer data & technology:** Clean up database | Pilot CRM & marketing automation | Training CRM | Lead routing | Data profiling | Opt-in tactics
- **Awareness & adoption:** Hotel adoption program | Rail activation program | Joint partnerships with travel providers | Adoption customer self-service platform | Onboarding campaigns | Product reactivation campaigns
- **Acquisition:** 3 SSTA acquisition campaigns | Air VAS campaign | New business travel app | Consolidator program
- **Loyalty & retention:** Key account plan | Multi Air GDS Program | Customer voice program | Amadeus Connect Program

Sales & product collaboration | Digital strategy | Research | Data

Siebel | Oracle | Campaigner | Adobe Analytics | Umbraco

Marketing & Product Manager
Employee | 2006 (2 years)

"I successfully increased revenues through service innovation, digital marketing, and close sale collaboration, all within a tight budget."

- *+150 Post Shops*
- *+90% Revenue Post Shops*
- *New C2C service*
- *5 new B2B/C2B services*
- *New website & T&T system*

TNT Group
(Courier delivery services)
Belgium | Amsterdam (Headquartes)

- **Acquisition B2B:** Geo-targeted email & mail acquisition campaigns | Tradefair events | Digital lead campaigns SEM
- **Awareness & acquisition C2C:** In-& outsore communication | media plan | email campaigns | SEM
- **Service innovation:** 5 B2B services | 2 C2B services | Pay&Deliver C2C service
- **Service improvement:** expanded the retail network of Post Shops from 100 to 250 | New track & trace system | Continuous problem solving & adaptation
- **Partnerships:** AMP (Post Shops) | Staples (Post Shops) | 2dehands (Pay&Deliver) | eBay (Pay&Deliver)
- **Communication:** Corporate (PR) | B2B & B2C website | Rebranding

Digital boost | Team lead | Innovation | Close collaboration

Salesforce | Google Analytics | Email Campaigner | Sitecore

CORPORATES

Retail Marketing Manager
Employee | 2005 (1 year)

"In this new local marketing role, I collaborated closely with sales and key accounts to enhance visibility and drive sales growth."

- *3 Brand websites & microsites*
- *4 Local activation campaigns*
- *Boost visibility in key retailers*

Princess Home

(Small household appliances)
Belgium | Breda (Headquarters)

- **Sales promotions:** Trade marketing actions & campaigns with key retailers | Cash back & joint product tactics | Collaboration with local chefs | Demonstrations
- **Product launches:** Cross media campaigns for new products (Starck line, Table Chef and Retro line) | Localisation of product packaging
- **Digital communication:** 2 New brand websites | 3 Campaign microsites | Retail communication platform 2.0
- **Collaboration:** Local agencies | Bridged the gap with headquartes & local markets
- **Event marketing:** Trade shows | Own customer events | Joint events

Digital boost | Creativity | Flexibility | Planning | Budget

Tridion | Google Analytics

Customer Segment Manager
CRM Manager
Employee | 2008 (3 years)

"Following the merger of two companies, I rebuilt marketing and lead generation strategies from the ground up to successfully fill the sales pipeline"

- *CRM implementation*
- *New branding*
- *+60% Sales pipeline*
- *+10 new deals won*

Blending International

(Enterprise software)
Belgium | Luxembourg | the Netherlands

- **Marketing & Sales:** Market segmentation | Customer value propositions per segment | Branding | Sales stories | Sales funnel
- **Communication:** Website | DM | Trade fairs | Customer events | Print
- **Lead:** lead funnel creation | marketing & sales process | targeted DM & media campaigns | strategic partnerships
- **CRM:** Selection of the CRM tool | Implementation guidance | Administrator | Training Sales | Data clean-up | Documentation
- **Data:** Data clean-up & quality management | Data broker management

Sales collaboration | Creativity | Customer relationships | Data

SuperOffice

AGENCIES

Digital Strategist
Engagement & Adoption
Freelance | 2021 (2 years)

"While my main focus was helping ALDI in CRM & digital adoption, I helped other brands in digital adoption & lead generation."

- *+25% ALDI opt-in*
- *+18% ALDI folder users*
- *Won Nespresso as new client*
- *+20% usage of Shell app*

Serviceplan Group
(360° communication)
Belgium

- **ALDI**: Customer research | Adoption of ALDI App | Awareness & adoption of digital folder | Audio folder | New mobile app concept | UX web audit | A/B Testing & conversion optimization of website & emails | 15+ Awareness & activation campaigns | +5 new vertical newsletters | ALDI digital vision
- **Nespresso**: Demand & lead strategy | Demand & lead campaign flows | Masters in Work Experience campaign | Lead scoring modeling
- **BMW & MINI:** Electric Driving campaign | MINI Match web app
- **Shell:** Loyalty activation campaign | Adoption Shell mobile app

Ideation | Hands-on | Behavior design | Workshop facilitation

Miro | Salesforce | Adobe Target | Adobe Analytics | Oracle

Strategy Director
Service Design & Digital
Freelance | 2021 (1 year)

"I quickly stepped in to cover a sudden sick leave, ensuring service delivery. I focused on growing the team and enhancing the quality of work, while executing the work as well."

- *Stabilized the team churn*
- *Improved quality in SEM*
- *+20% conversion Daikin*
- *Strategic win for Bridgestone*

Springbok Agency
(Full digital)
Belgium | the Netherlands

- **Mercedes:** UX redesign lead LP's | Repair shop lead campaign | Tyre lead campaign | Performance campaigns
- **Honda**: Re-activate content platform | Rebranding
- **Reynaers**: UX strategy website & platforms | Functional analysis
- **Luxilon**: Engagement strategy for young tennis players | Website redesign
- **Firestone:** New concept music platform
- **Daikin:** UX optimization of website and LP's | Conversion optmization of emails | Lead campaigns for housing solutions
- **Bridgestone:** Branding Total Fleet Care | Lead acquisition program

Sales & product collaboration | Digital strategy | Research | Data

Figma | Selligent | Salesforce | Teamleader

Customer Experience &
Engagement Consultant
Employee | 2016 (3,5 years)

"I enabled marketing, sales and digital teams across Europe to leverage marketing automation and foster a true CX culture."

- *Trained +140 marketers*
- *+40 workshop facilitation*
- *12 New clients won*
- *Generated 850K business*
- *3 rewarded lead campaigns*
- *New MA maturity model*

Engagement Factory
(Marketing Automation & CX)
the Netherlands (HQ) | Belgium | France | UK | Germany | Sweden

- **Marketing automation implementation & training:** Proximus | Boon Edam | ONVZ | Brenntag | Athlon | Tohapi | Euroforum
- **CX research & strategy:** Veolia | Brenntag | Philips | ONVZ | Ricoh | Boon Edam | Omron | Wienerberger
- **Lead framework & campaigns:** Philips Lighting (Smart Cities | Cheetah) | Ricoh (Office services) | ONVZ | CZ | Samsung | Wienerberger | Veolia | Proximus | Essent | Boon Edam | Zetes | Omron
- **Adoption campaigns:** Proximus Enco platform | Primagaz oxygen mask | Brenntag customer platform | Philips Healthcare nurse alarm | SSE Smart Service | Essent Professional Services | Boon Edam Architect service | Athlon Tyre Care Service | CZ Care Service
- **Event digitalization:** Thales | Euroforum | McLaren | Athlon
- **Mobile & web apps:** Modern Marketing Coach | McLaren Experience | Samsung Experience | ONVZ Vitality Scan
- **Optimization:** App (McLaren, ONVZ) | Email (Philips, Athlon, CZ)

New business | Training | Behavior design & change | Workshops

Miro | Marketo | Eloqua | Tableau | Responsys | Hubspot | Salesforce

AGENCIES

CRM & Marketing Automation Team Lead
Employee | 2014 (1 year)

"I've led a team, fostered strong client relationships, secured new business opportunities, and delivered impactful strategic services."

- *Revenue of 500K*
- *2 nominated lead campaigns*
- *New CLC programs*
- *Advanced leadscoring*

Emakina Group
(Full digital)
Belgium | the Netherlands | France

- **Customer loyalty:** MySamsung platform | Air Canada Miles | Auping Ambassador
- **Lead campaigns**: +85 Email campaigns (Skoda, Audi & Seat) | Full digital Auto Salon campaign (Skoda, Audi & Seat) | Enewsletters (Audi, Skoda, Euronext) | Leadscoring model (Skoda) | Taxonomy model (Audi)
- **Customer Life Cycle (CLC) programs:** Credit Foncier onboarding | TomTom product registration & education | MySamsung onboarding | Customer Dialogue programs (Audi & Skoda)
- **Conversion & optimization:** Redesign Mynewaudi | +10 Email templates | Dynamic enewsletters (Audi & Sunweb) | A/B email testing (Audi, Skoda & Seat)

Client relationship | PM | Strategy | Coaching | Ideation | Data

Adobe Analytics | Selligent | Salesforce | Asana

CRM & Marketing Automation Team Lead
Employee | 2013 (1 year)

"I've built and led a high-performing CRM team, successfully expanding the CRM business by strengthening relationships with existing clients and securing new opportunities."

- *Built out a CRM team*
- *x4 MA & CRM projects*
- *Boosted quality in digital & print*
- *Digital & CRM collaboration*

Serviceplan Group
(360° communication)
Belgium | the Netherlands

- **Customer loyalty:** Loyalty program for Exki | "Get to know you customer" Touring | Magazine, enewsletters & local events for BMW
- **Lead campaigns:** BMW different new car models | BMW Auto Salon | Dynamic enewsletters (ICI Paris XL) | Thomas Cook Airlines Automated email deals & upsell campaigns | Lawyer campaign Wolters Kluwer
- **Digitalization:** BMW event platform | BMW dealer platform | BMW dealer CRM & Marketing Automation
- **Customer Life Cyle programs:** Thomas Cook Airlines | BMW Financial Services
- **Redesign & optimization:** Email templates BMW | Dynamic emails Thomas Cook | Form & LP conversion Wolters Kluwer | A/B testing email ICI Paris XL

Team coaching | Process | Quality & process | Creative campaigns

Salesforce | Selligent | Campaign Manager | Addemar

CRM & Marketing Automation Account Manager
Employee | 2012 (1 year)

"Driven to create impactful marketing automation campaigns, I started in a small digital agency serving clients like D'leteren."

- *Boosted revenue with 180%*
- *Lead funnel reporting*
- *Advanced dynamic emails*
- *+3 CLC Programs for 4 brands*

J. Walter Thompson
(Full communication)
Belgium

- **Customer Life Cycle:** 3 Customer dialogue programs (Audi, Skoda, VW & Seat)
- **Data & CRM:** Data clean up & modeling (Audi) | Lead scoring & reporting dashboard (Skoda) | CRM strategy (Beobank)
- **Lead campaigns:** +140 lead campaigns promo & new car models | Enewsletters | Microsites for specific car models | Lead funnel reporting
- **Digitalization:** Dealer platform (Skoda, Audi & VW) | Fleet manager platform (VW)
- **Redesign & optimization:** Redesign of lead gen tool mynewcar (Skoda & Seat) | New resoponsive email templates & A/B Testing (Skoda, Seat & VW) | Redesign enewsletter Securex

Client relationship | Coaching | New business | Ownership | PM

Selligent | Salesforce | Google Analytics

START-UPS

Service Designer
Health Trainer
Founder | 2024 **(active)**

"I'm designing & executing breathwork services & experiences combining science & technology."

- *New health club concept*
- *Scalable business*
- *Co-creation with field experts*

The Breath Club
(Mental & emotional health)
Belgium

- **Research:** Interviews | Behavior analysis | Friction spotting | Health app analysis | Observation | Mind & body study | Music impact | Behavior techniques
- **Ideation & prototyping:** Concept design of service elements | Mobile app | Test & validate breath tracks & programs | BM & CVP canvas | AI driven coach
- **Marketing:** Branding | Mission & vision | Value proposition

Fast concept design & testing | Ethnographic based research

Figma | ChatGTP | Whatsapp | Canva

Behavior Researcher & Designer
Freelance (project based) | 2023

"I took care of the research and steered the ideation & prototyping."

- Speed up design process
- Raised investor trust
- Actionbale behavior insights

Miss Mira AI
(AI companion app for elderly people)
Belgium | Hungary

- **Research:** Behavior diagnosis competitors | Use case listing | Behavior & friction mapping | 4 Personas | 24 Interviews | Stakeholder mapping | Involve behavior experts | Observation
- **Synthesis & ideation:** 6 Priority cases | Ideation sorting | Design guidelines & validation criteria | Clear insights into the mental & emotional state | Insights on human, community & regulation impact

Workshop facilitation | Behavior change | Design Thinking

Figma | ChatGTP

Behavior Researcher & Designer
Freelance (project based) | 2023

"I solved user adoption and booking conversion problems of a travel concierge service on Whatsapp."

- *-25% User dropouts*
- *+70% Booking conversion*
- *+50% Multiple bookings*

Maxis AI
(Mobile AI driven luxury travel concierge)
Ibiza | Switzerland

- **Research:** Behavior diagnosis | Interviews | 15 use cases | Prototype testing | User journey & frition detection | Outline behavior drivers & techniques
- **Service improvement:** Future state user journey map | User stories per travel product | Design conversations | Intervention plan | Integrate email
- **Marketing:** Value proposition | Go-to-market | Demo & contact flow

Behavior insights | Fast testing & optimizing | Conversation

Figma | Whatsapp | ChatGTP

Behavior Researcher & Designer
Freelance (project based) | 2023

"I solved problems in conversion and user adoption of the mobile & web service."

- *+350% raise in active users*
- *x4 trail subscriptions*
- *+50% trial/sales*

Men IT - Gevoelsthermometer
(Technology for mental care providers & patients)
Belgium | the Netherlands

- **Research**: Behavior diagnosis | Stakeholder mapping & interviews | Patient & care provider journey map | Define the key behaviors (& barriers) | 4 key personas | 8 interviews
- **Marketing:** Value proposition for 3 target audiences | Revamp service offering | New key messages | Content framework | Redesign website
- **Adoption:** Redesign registration & onboarding flow | Adoption email flows | New notification features | A/B testing
- **Acquisition:** Redesign trial subscription offering & flow | Demo appointment flow

Value design | Detailed concept designs | Behavior insights

Miro | Google Analytics | MailChimp