

Izzy VAN AELST

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22/03/82 Kinshasa (D.R. Congo)
Belgian nationality (adoption)
Married

Business Strategy professional with over 15 years experience in the field of Marketing, Digital & Data. I am your innovation & transformation expert who loves to shape a vision, kickstart change and build teams. Always triggered by an (international) job that offers the perfect match between strategy, creativity and leadership.

EXPERIENCE

I. 10/2022 – NOW : Belfius (Belgian Bank & Insurance Group)

11/2022 – Now:

Head of Re=Bel

100% mobile brokerage platform (investment app) with a focus on sustainability

General Management: Define and implement vision, strategy, Value Proposition, IT Development roadmap, Go to market & Communication. Manage non-financial risk.

08/2021 – 2022:

Head of Banx

100% mobile bank with a focus on sustainability as a result of a unique innovation partnership between Belfius (Bank) & Proximus (Telco), 2 national market leaders in their own industry

General Management: Define and implement vision, strategy, Value Proposition, IT Development roadmap, Go to market & Communication. Manage non-financial risk. Part of the CEO office.

II. 09/2019 – 07/2021: BNP Paribas Fortis (International Banking Group)

07/2020 – 07/2021:

Director Customer Insights, Market Insights & Pricing

Member of the Mgmt Team Retail & Private Banking reporting to the General Manager Retail Belgium (Exec. Committee).

Leading a New Centre of Expertise that gives recommendations for business growth towards Executive Committee, all strategy teams, all product, channel, operations tribes, marketing & sales teams.

Key Achievement: The design & implementation of a company wide innovation process.

The department activities includes:

- customer data & portfolio analysis
- market research & customer validation
- benchmarking & competition watch
- trend detection & innovation monitoring
- business case design, pricing strategy & tactics

09/2019 – 06/2020:

Director Communication Retail & Private Banking

Managing a department (including a large budget) with 5 senior direct reports and a total of 100 professional team members responsible for Strategy, Planning, developing, implementing and overseeing all customer and internal communications (3.5m customers/ 10k employees)

Key achievement:

Transforming the Target Operating Model towards the agile way of working

III. 10/2016 – 08/2019: NN Insurance Belgium (International Insurance Group)

Head of Marketing, Communication & Digital

Reporting to the Chief Commercial Officer, managing the marketing team (25 FTE's) responsible for customer strategy, business development, data analytics, MarCom, Internal Communication, Corp Com, PR, digital marketing, CRM, distribution activation and sales support.

Key Achievement:

- Exceeded the New Business Turn over & profitability target in 2017& 2018 with almost 20%
- Design & successful implementation of the post merger (NN Group–Delta Lloyd Group) commercial integration (Rebranding, target operating model, product portfolio, commercial strategy, digital transformation)

IV. 05/2012 – 10/2016: Ageas (International Insurance Group)

08/2015 – 09/2016:

Business Development Manager Ageas Continental Europe

Staff function reporting to the CEO Continental Europe of the Ageas Group. Acting as a Business Development Consultant (strategy & execution) for the Executive Board of Business Units in Continental Europe and assure best practice sharing. Main missions I concluded are:

Data analytics transformation & Customer Strategy (ITALY)

Staff function reporting to the Chief Commercial Officer of the Joint Venture Cargeas Assicurazioni

- Setup Commercial Intelligence tools & build the Commercial Data Analytics team
- Define business potential, Customer Strategy & Deliver recommendations for marketing campaigns

Commercial integration & rebranding of Axa after the acquisition by Ageas (PORTUGAL)

Staff function Reporting to the CEO of the 100% subsidiary

- Programme manager leading the commercial & operational post-merger rebranding

Regional Lead Continental Europe Data Analytics (GROUP)

Representative Continental Europe in Ageas Data Analytics centre of Expertize

09/2013 – 07/2015 (Expat assignment Portugal):

Head of Marketing Intelligence

Founded & managed a team of 14 FTE's that is responsible for collecting and sharing all information (Industry insights, Market insights, Customer Portfolio insights, Sales performance) needed to enforce and further develop a customer centric marketing approach. The team scope spanned Marketing Research, Customer

Intelligence, Customer Strategy, Campaign Management & CRM, Retention, Data Mining and Sales Performance Monitoring.

Key Achievement:

Design & successfully implemented a data analytics transformation programme

- Creation of foundations: data governance, database consolidation, data visualizer interface; data team*
- Creation of acquisition, cross-sell, upsell, churn models + a loyalty & retention strategy*

05/2012 – 02/2014 (Ageas Corporate Centre):

Group Head of Internal Communication

Responsible for all Group wide Internal Communication. In this role I created the Communication strategy and action plan to cascade the companies Group strategy to senior management in all business units across Europe & Asia. I organized international senior leadership events and revamped the internal communication channels, including the creation of a Social Media Policy.

V. 04/2010 – 04/2012 BNP Paribas Fortis (International Banking & Insurance Group)

Value Proposition Manager

Analyse and understand retail save&invest consumers. Link these insights to business performance and objectives. Develop suitable concepts & value propositions to serve the client and contribute to company objectives. Determine product offer, service level and go to market strategy.

VI. 02/2009 – 02/2010: NOCUS (Advertising Agency)

Account Manager

Account management: responsible for client service, communication advise and business development of a dedicated client portfolio. Prospection of new clients

VII. 06/2008 – 02/2009: Kraft Foods (FMCG)

Brand Manager TUC (salty biscuits)

Brand Management: responsible for marketing, communication and profit & loss of the "TUC"-brand in Belgium.

VIII. 10/2005 – 06/2008: BNP Paribas Fortis (International Banking & Insurance Group)

11/2006 – 06/2008:

Marketing Communication Manager Save & Invest

Job title 10/2005 – 11/2006:

International Management Trainee Fortis

STUDIES

Higher education

2009: Master in Law, Catholic University Leuven

2002: Bachelor in Law, Catholic University Leuven

Secondary School

1994-1999: Latin – Modern Languages, College of the Saint-Trinity Leuven

1993-1994: Latin, Montfortcollege Rotselaar

LANGUAGE SKILLS

- Dutch: mother tongue
- French: very good understanding, speaking and writing
- English: very good understanding, speaking and writing
- German: good understanding, basic speaking and writing
- Portuguese: good understanding, good speaking, basic writing
- Italian: good understanding, good speaking, basic writing

CERTIFICATES & ADDITIONAL EXPERIENCE

- **Marketing Genius 2013 Award** : Best Young Marketing Professional in a competition organised by the House of Marketing (Belgian Marketing Consultancy Firm) and various A-brands (Alken-Maes, Samsung; Quick, BMW,...)
- Certificate of the optional sessions "Pleading exercises" at the Catholic University Leuven (obtained in 2002)
Certificate of the optional sessions "Diplomacy" at the Catholic University Leuven (obtained in 2004)
Certificate of the optional sessions "Company management for lawyers" at the Catholic University Leuven (obtained in 2005)
- 2002: TV host and TV producer JIMtv (part of the VMMA group)
- 2004 – 2012: Member of the Board Stedelijk en Universitair Cultureel Centrum "Het Stuk" Leuven
- 2004 – 2012: Member of the Board of Muziekcentrum VZW Het Depot Leuven

ADDITIONAL INFORMATION

- Hobbies: soccer, music (I play in a band), travelling