

Pierre Van der Steichel

De Pinte, Belgium +32475210953

www.linkedin.com/in/pierre-van-der-steichel

www.pierre-van-der-steichel.com

steichel@saudades.be

SOFTWARE - TECHNOLOGY EXECUTIVE

Market Development/ Product Strategy/Partnering & Multi-Channel Distribution

An accomplished *intrapreneur* with a passion for mapping strategy to execution and developing highly motivated, goal-oriented teams to deliver results for the start-up, growth and expansion of companies, products and markets for companies and customers across Europe, North and South America.

Adept strategist and manager, able to translate vision into operational reality, attuned to long cycle solution-selling and complex project delivery in B2B environment with full Profit & Loss responsibility.

Business Plans

Business Process Modeling

Business Development

Market Strategy

Marketing

Direct & Database Marketing

Indirect Sales Channels

Product Development

Solution Selling, ROI selling

Sales Collaterals

Contractual frameworks

RFI, RFP & Tender processes

Due Diligence Process

Project & Program Management

Budgeting, P&L

Forecasting, Reporting

Cost & Pricing

Documentation & Training

Software Design & Development

After-sales Support

PMBOK, Prince2, ITIL

EMPLOYMENT

Owner, Consultant, Product & Software development (often in parallel with other positions, see next page)

Saudades and S3 Management & Consulting, De Pinte, Belgium

1992 – present

Built from startup, this boutique technical and organizational consulting firm provides a variety of services including general management, market and product strategy, sales consulting, project management, business analysis, business development and strategy, b2b marketing, software development, implementation and support services.

Selected engagements:

Kronos Systems NV, Zellik, Belgium

- Development of a multi-lingual quotation system with generation of proposal, personalized standard contracts and Statement of Work for the Efficient software product line and related hardware.

University of Brussels (VUB), Belgium

- Data analysis and cleanup combined with application development for the Belgian Cystic Fibrosis Register creating automated annual statistical reports. Later sold to the Scientific Institute for Public Health (WIV)

University of Ghent (RUG), Marine Biology Laboratory, Belgium

- Entire software development for registration, analysis and statistical study in Taxonomy (Tree of Life) first for Nematodes, then for Mysidacea and culminating in a configurable generic version.

Sofico NV, Zwijnaarde, Belgium

- Applications (1) managing the multilingual labels of the Leasebase application, (2) extracting material from 4000+ emails, (3) for planning, calculating and quoting multi-partner implementation projects.

Myriade NV, Drogen, Belgium

- Development of prototype of PV-Radar application for the Belgian Federal Police performing optical recognition on license plate photographs shot by speed radars. Sales & Presentation support.

ITC NV, Brussels, Belgium

- Project at UPC (Internet Service Provider) consolidating 15+ separate MS Access applications into a multi-user client-server configuration with SQL 6.5 back-end and simplified and automated maintenance.

A3 Consulting AG, Zurich, Switzerland

- Project Management, analysis and specification writing for an Event Management application targeted at the banking sector.

CLC, Kortrijk & Aalter, Belgium

- Complete bespoke application development for a private dermatology clinic (CLC) for managing the activities of several doctors and over thousand patients receiving 12 different types of skin treatments.

Vice-President Professional Services

Kronos Systems NV, Belgium; France; The Netherlands; United Kingdom

2007 – 2009

Recruited by Captor NV two months prior to its acquisition by USA company Kronos Corporation, to turn-around project implementations and support services for this Workforce Management software and hardware provider overseeing 5M Euro P&L center, 4 teams in 3 countries and a headcount of 45. Drove 20% revenue growth through cost reductions in 2007-2008.

- Turned around 3 heavily strained Implementation Services Units and redressed 50+ problem implementations due to a recent rushed new European product introduction.
- Concurrently, setup and prepared all Implementation Services Units for European launch of new USA flagship product as well as introduced Microsoft Dynamics ERP system in the service & support organizations.
- Conducted a product gap analysis as well as in-depth operational review and analysis of any flaws in execution of implementation projects and support in the European market. Re-directed employee incentive programs and changed team attitude towards interdepartmental cooperation and customer service.
- Reorganized a 4-site collapsed maintenance group supporting 2500 existing customers into a central location with local satellites with increased use of remote support and configuration resulting in improved quality of service and measurable improvement in customer satisfaction.
- Improved project initiation and service delivery by introducing a common project methodology, statement of work, pre-closure validation, standardized contracts and Service Level Agreements and discounting discipline. Reduced project backlog and improved utilization rate and profitability.
- Standardized interface offering to further improve service delivery and coordination with implementation partners and social agencies.

Operations Manager

Sofico NV, Ghent, Belgium

2002 – 2006

Recruited to turn-around multiple functions including Sales and Marketing, Product Development and Professional Services/Implementation for this supplier of software solutions and services to the vehicle leasing & fleet management market with customers in 15 countries on 4 continents and annual sales of 10M Euro. Helped grow team from 55 people in 2003 to 90+ in 2006.

- Initiated, defined and executed market analysis, marketing & communications functions, sales contracts, lead generation, and negotiations resulting in the addition of top customers worldwide with implementations in 6 countries including North America.
- Set up Channel Management team for the market introduction for the new flagship product as well as re-defined cost & pricing to target sales to larger corporate market demographic.
- Reorganized product development, introduced a 6 week release cycle with planning discipline and Quality Control, handling massive developments for 5 simultaneous implementation projects on a single software core.
- Influenced corporate reorganization to an external board; analyzed and revised strategy; wrote business plan that drove company to the next growth level.
- Identified, built relationships and negotiated with implementation partners and suppliers: CSC, KPMG, Logica, IBM, BEA, Oracle, Symantec, Business Objects, Microsoft, SUN, Citrix, Sybase, Unify

Developer

Digital NV (DEC), Brussels, Belgium

1995 – 1997

Joined a small core team in the prototype building, database design and functional specification writing of an enterprise-wide Client-Server solution for a multinational customer active in the Packaging Industry in Europe.

Founding partner

Myriade NV, Drongen, Belgium

1993 – 1994

Built from product development to prototype a start-up providing software solutions for On-Demand Short Run Electronic Color Imaging intended to integrate Database Publishing, optimize postscript, digital cameras, portable layout designs, on-line cost & pricing, automated invoicing and stock control and semi-automated finishing. Ended development for lack of funding. Myriade re-started later and became a customer.

Operations Manager/General Manager Datagraphics Division

Moore Corporation, Europe, Brazil

1985 – 1992

With rapid promotion and early technical assignments in the USA and Canada and management assignments in Brazil for this provider of business forms and electronic printing that was later acquired first by Wallace and then by RR Donnelly. In Brazil as functioning general manager of new Datagraphics division directed P&L, Marketing, Sales, IT, Product Development and Production and grew sales from 1.5M USD to 10M USD in one year and from 5 people in 1989 to 357 in 1991.

- Oversaw turn-around, market introduction of 3 product lines: Direct Market Mailings, Product Numbering and Barcode Systems.
- Developed and launched three new product lines including the first personalized magazine in the world mentioned in the New York Times produced by custom built software and industrial laser printers.
- Initiated and built from startup an innovative subsidiary, creating a consumer marketing behavioral database, in collaboration with the Marketing Director of American Express in Brazil that later sold to Ogilvy & Mather.

EDUCATION & TRAINING

Industrial Engineer Electronics & Automation

1983

Industriële Hogeschool van het Rijk (Ghent – Belgium)

Marketing & Sales Certificates:

- Beyond the Basics of Direct Marketing (Dick Shaver)
- Corporate Marketing Strategies (Philip Kotler)
- Maxi-Marketing (Stan Rapp)
- Geografia de Mercado (Estudos Empresariais)
- Database Marketing (ABMD)
- Indirect Sales Channel Partners (Roularta & CSC)

Management Certificates

- Management Models (Dorsey & Rochat)
- Division Audit Datagraphics (McKinsey)

LANGUAGES

Dutch & French, Native; **English**, Fluent; **Portuguese**, Fluent in the past; **German & Spanish**, Conversational