



C H A N G E & S H I N E

Strategic communication & marketing | Change management | Business coaching

Coach - Trainer - Facilitator - Communicator
Consulting - Interim Management
French - English - Dutch

CONTACT

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WORK EXPERIENCE

Change & Shine - founder – 2021 – our “why” is to have a positive impact on people and projects.

INTERIM MANAGEMENT - FREELANCING

- **Nexum** - Senior Change Management Consultant - 2021 (ongoing)
Lead consultant on the NWOV project for the Ministère de la Fédération Wallonie Bruxelles: develop - manage and sustain change following the PROSCI - ADKAR methodology. Day-to-day implementation, coaching of the internal change managers and the leadership team.
- **EasyDay: PR advisor** - Defining and implementing the company's PR strategy- 2022
- **Wolters Kluwer (Legal and Regulatory)** - Team and change management of a team of 20 people in BELUX. Definition of the new Target Operating Model - Market engagement dept. Member of the leadership team - 2021
- **Baloise Insurance** – Team and change management - Implementation of the new Target Operating Model while coaching a team of 10 people. Customer Solutions dept - 2021
- **Ring Twice** (ex-List Minut)– Coach of Marketing and Communication Managers – 2021-2022
- **Laboratoire Hospitalier Universitaire de Bruxelles (LHUB-ULB)** – Definition of a communication governance model – 2020-2021

PERSONAL BRANDING - COACHING - TRAININGS

- Business coaching
- **National Bank of Belgium:** Training managers on their “sponsor” role in a change project
- Personal Branding, public speaking and communication coaching
- **Factstory (Agence France Presse):** public speaking and story telling workshop (nov 2021)

Puilaetco, Private Bank – Head of Marketing and Communication | Change Management–2019 – 2021

- Management of the Marketing & Communications department - including internal and change communication
- Definition and implementation of the bank's new unique value proposition adapted to new target audiences and market
- Definition and implementation of the new target operating model: mission, resources strategy, rebranding, research

- Member of the company's change project steering committee. In charge of Communication. Advisor to the Executive Committee.
- Group Marketing and Communications projects team player/leader (Group rebranding, new positioning, marketing strategy...)
- Member of the Leadership Team; People management
- Advisor to the Exco on strategic internal, external and change communications issues.

Amundi – Marketing Manager Benelux – 2019

Managing Marketing and PR for the Benelux Region.

AudioValley – Marketing and Communications Director – 2018

Setting up of Audiovalley (Radionomy Group, Jamendo, Storeever)'s entire marketing and communications strategy (internal and external) as well as the communication plan of the group's IPO. Member of the Exco.

CHU Saint-Pierre – Communications Director – 2016- 2017

- Developed the hospital's internal and external communication strategy and implementation.
- Improved the hospital's reputation and brand awareness through press relations, storytelling, copywriting, events management, webstrategy and other actions adapted to the numerous stakeholders: GP's, specialists, associations, public authorities, patients.
- Developed a strong internal communication plan in order to increase the sense of belonging of all staff members (from PhD's to blue collars).
- Crisis Management
- Member of the Executive Committee.
- People Management

Interel (Communications Consultancy) – Associate Director –2014-2016

- Advising clients entering a new local market through PR and marketing actions (incl. media/public speaking training, events management, product launches, webstrategy ...),
- Reputation audit and stakeholders management in order to advise clients on their communications and marketing strategy;
- Developing of a companywide communications alignment plan (across EMEA)
- Accompanying change management and crisis plans. People coordination

Cofinimmo (listed BEL 20)– Corporate Communications Manager – 2011-2013

- In charge of the group's overall external communication strategy: press relations, content management and copywriting (including the edition of the Annual Report), (re)branding, events, webstrategy, sponsoring.
- Audit and reorganisation of the company's corporate communication's role and interactions with the internal and external stakeholders. People Management

Dexia – Communications, Crisis & Change - Marketing functions - 2006-2011

• Dexia Bank - Commercial Marketing Manager Business Banking - 2010-2011

Definition and implementation of Dexia Bank's business banking commercial marketing strategy with a focus on the launch of the healthcare sectorial approach.

• Dexia Group - HR Department - Change & Crisis Management - 2008-2010

During financial crisis: Ensure coherent, thorough and up-to-date communication on HR aspects to staff, managers and social partners. Prior to crisis: Joined Dexia Group to work on the HR communication/change aspects of a global reorganization project. Guaranteeing the coordination of the different transversal teams working on HR, providing necessary reporting and feedback to the corporate PMO and preparing communication support for the HR Director.

• Dexia Asset Management –PR, Advertising & Events Officer - 2006-2008

- Press relations for BE, NL, SK, DK, and the Pan-European media
- Global media planning and branding (including budget management)
- Project leader for several transversal marketing projects
- Speechwriter (CEO) + copywriting, events management

GE Money – Marketing and Communications Project Manager - 2004-2006

- Communication and marketing plans for the B2B and B2C channels
- Rebranding of the company (internal and external)
- Events management
- Internal communications, employee satisfaction survey, change management

Volvo CE Global HQ – Internal & External Communicator – 2003-2004

Coordination, edition of internal and external magazines, corporate / strategic presentations and brochures, website, press releases and press kits for major tradeshows and publications + coordination of the CEO's roadshows and production of his presentations.

Memberships:

Women In Finance: Member of the Communications workstream & spokesperson – 2019-2021

American Chamber of Commerce: Vice Chair of the Communications Committee – 2013-2016

Education & Qualifications:

- ICF - Business Coaching - 2022
- Nexum - PROSCI® ADKAR certification (change management) - 2021
- Solvay Business School – Executive Program in Finance for non-financial managers – 2013
- Solvay Business School – Executive Master in Marketing and Advertising – 2004
- Vesalius College – VUB – Degree in International Affairs & Politics minor in Communications - in English -2003
- The International School of Brussels – Bilingual (English-French) International Baccalaureate Diploma - 1999
- Several trainings on Managing Change, Crisis and Uncertainty – 2009 – 2019, 2020
- 6-sigma Green Belt – 2004

Lecturing:

Corporate Communications (internal and external) – Vesalius College, European Communication School

Hobbies / Interests:

Nature • Hiking • Tennis • Yoga • Cooking • Ceramics • Embroidery • People development and coaching • News and politics