

Johan Houbart

Profile: International manager with 20 years experience in all aspects of marketing management, business development and sales management, in a business-to-business and industrial context.

PROFESSIONAL EXPERIENCE

2014 – current : Manufacturer of small waste water treatment plants : Sales director

Commercial preparation and launch of the small waste water treatment plant for the French market :

Established X+3 business plan; achieved certification for French market; prospection and start-up of dealer network with 20+ active dealers and first orders

2009 - 2013 : Manufacturer of rotational-moulded tanks

Daily management and profit & loss responsibility:

Daily team management (9 FTE), annual business planning and target setting; agreement with new distributor for French market; distribution agreement with UK manufacturer of large-scale waste water treatment systems; restructuring of pricing strategy; launch of new range of fuel tanks

1999 – 2008: BEKAERT N.V.

2005 - 2008: Sales manager France & Benelux - window film

2002 –2005: Project manager for 3 forward integration projects - metal fibres

1999 –2002: Marketing Services Manager - metal fibres

1993 – 1999: N.V. Bridgestone/Firestone Europe

1996 – 1999: European Marketing Manager, agricultural tires

1993 – 1996: Marketing assistant, IPC Coding system

June 1992 – January 1993: Military service (Germany)

October 1991 – May 1992: Sales project assistant, Monsanto France S.A.

EDUCATION

1990 - 1991: Master, International Marketing & Management – University of Hasselt (Belgium)

1986 - 1990: Master, Commercial Engineer – University of Hasselt (Belgium)

ADDITIONAL TRAINING

- Sales Competence Training (Starc®)
- Resource Management Program (Hudson)
- Total Quality Management (Bekaert Stanwick)
- Project Management (Bekaert Stanwick)

LANGUAGES

Dutch (mother tongue), fluent spoken and written English and French, notions of German and Spanish

REFERENCES: <http://www.linkedin.com/in/johanhoubart>

PERSONAL DETAILS

Born on 2nd July 1968

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Note : Invoicing (via my own management company Ebucon bvba) is possible