

PIETER COENEN



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Proficient executive manager with strong leadership skills and a proven track record in high tech environments dealing with cutting edge technologies such as e-Commerce, Big Data, Business Intelligence and Analytics. A strong decision maker who directed global teams and successfully executed million-euro projects. Broad experience in startups, offshore outsourcing, technology roadmaps, project management (Prince II Certified), software development and general management. Internationally exposed, demonstrating strong cross-cultural communication skills.

KEY COMPETENCIES

- Highly result-oriented and fast-learning MBA-educated executive with excellent communication skills
- Strategic innovative thinker, strong role model leader, highly committed
- Ability to settle quickly into diverse environments and a high level of adaptability to varying cultural expectations
- Strong linguistic skills: Fluent in Dutch, English, French, working knowledge of German and notions of Thai

EXPERIENCE

SafeComs Network Security Consulting Co., Ltd.

Bangkok, Thailand

SafeComs is a Bangkok-based business security company offering IT and security solutions to SME companies in ASEAN.

Strategic Consultant to the Executive Team

April 2015 – Present

Providing expertise in portfolio management, software development practices, operations and fund-raising. Appointed with different positions, including “Acting Chief Executive Officer (CEO)”, “Chief Financial Officer (CFO)” and “Software Development Consultant” in order to manage SafeComs through its turnaround, improve financial results and prepare for growth.

Acting Chief Executive Officer (November 2015 – Present)

- Running and overseeing daily activities and operations of SafeComs
- Restructuring and managing the turnaround of SafeComs to prepare for growth in 2016
- Setting financial goals and objectives to increase operating performance; closing 2015 with double-digit monthly growth in revenue

Chief Financial Officer (August 2015 – November 2015)

- Established and maintained stable cash flow management policies and procedures, and secured cash resources for daily operations, business and product development
- Identified and built SafeComs’ next growth-engines in the domains of IT and enterprise software
- Introduced portfolio rationalization, identified and qualified strategic opportunities
- Closed two strategic partnership deals and optimized product offering
- Developed product portfolio scenarios to improve profit margins and maintain sustainable net profit
- Defined a long term strategic forecast and financial plan, and raised funds from investors to accelerate growth

Software Development Consultant (April 2015 – August 2015)

- Devised and implemented a new strategy for the software units reducing turnaround times by over 50%
- Investigated and selected partners to accelerate growth of custom software, web, e-commerce and enterprise software divisions by implementing offshore outsourcing
- Provided a managerial role in operational excellence, program and project management with strong focus on strategy, innovation and transformation management

DRVR, Driver Design Studio Limited*Bangkok, Thailand*

DRVR is a rapidly expanding startup in the Internet of Things space connecting the fleets of Asia. By using big data analysis centered on drivers' behavior patterns, DRVR helps businesses to improve the efficiency of their fleet.

Director, Global Head of Sales and Marketing**June 2015 – August 2015**

Head the sales and marketing team located in Myanmar and Thailand

- Drove and managed day-to-day operations of the sales and marketing department
- Negotiated strategic partnership deals with focus on large telecommunication companies such as True and DTAC, drafted partnership agreements
- Defined and executed the marketing and pricing strategy
- Generated new sales leads through events and networking
- Collaborated with the executive team in setting the product strategy and roadmap based on customer input

SONY VAIO® of Europe*Zaventem, Belgium***Senior Manager (Promoted to Senior Manager Level in 2011)****2009 – 2014**

- Established the application software unit at VAIO & Mobile of Europe and expanded it to five offshore development managers managing global software development teams of over 80 designers, software architects, application developers and testers worldwide.
- Developed a global software development network by building relationships with design agencies and application development companies in the UK, Belgium, Japan, Poland and China.
- Directed and managed the development of VAIO applications (i.e. Music Unlimited, Sony Select, VAIO Gate) preinstalled on millions of VAIOs worldwide, resulting in non-hardware revenue through partnerships and alternative sales channels.
- Initiated and expanded a Big Data project for collecting usage data. Data collection software was installed on all VAIOs worldwide and integrated in over 80% of all preinstalled VAIO software.
- Developed and executed long-term strategic direction for building and expanding a Big Data analysis platform for project leaders, marketing team and executives to better understand and segment customers. The platform is extensively used by executive management for decision making and product improvement.

Manager**2007 – 2009**

Headed the team of project managers responsible for the configuration management of VAIOs sold in Europe and Russia

- Led the execution of the software strategy set by the product management team. Ensured the right applications were installed according to business agreements by coordinating between product managers, business developers, software development divisions and third party software providers.
- Set and executed the documentation guidelines and strategy covering all printed and non-printed materials such as stickers, packaging and all guides accompanying VAIO notebooks and Digital Home products
- Led the implementation of the zero non-compliance strategy and the investigations for country expansion strategy reducing the number of compliance issues to zero in fiscal year 2008 and expanding sales into 4 new countries
- Established an innovation framework looking for new value-added services in an increasingly competitive market
- Improved usability of VAIO applications and deliverables for the European market

Praxell*New York, New York, USA*

Praxell, headquartered in New York with R&D facilities in Israel, is a stored value technology enabler providing prepaid debit card services, closed-loop gift card, merchant credit and loyalty/reward solutions.

Program Manager**2006 – 2007**

- Triaged standards for problem resolution in a multi-platform, multi-network environment, including VISA, MasterCard, Cirrus
- Performed risk management and enforced procedures in order to meet service level agreements
- Acted as an interface between marketing/sales and product development to coordinate product features, product releases and availability
- Interacted with stakeholders to understand priorities and business requirements to ensure continuity

Product Manager (Includes 6-Month Assignment at R&D Facility in Ramat-Gan, Israel)**2005 – 2006**

- Responsible for overall design and editing of product design and technical documents
- Designed, managed content development and implementation for web-based card program management tools
- Designed and managed new applications to enhance cardholder, program manager and transaction processor experience
- Executed product development from inception through production, including outsourcing and hiring contractors

Monacor n.v.*Ranst-Emblem, Belgium*

Monacor is one of Europe's leading distributors in sound, lighting, public address, security and accessories to the professional users. Monacor supplies professional stage, DJ equipment, security systems, PA and high-quality speaker technology, car HiFi equipment and accessories from well-known brands.

Sales Engineer**2004 – 2005****VC Electronics n.v.***Berchem, Belgium*

VC Electronics provided digital means of transmission for X VGA, keyboard, mouse and sound signals over a single UTP cable for distance over 100 meters without any loss of quality.

Product and Development Manager**2002 – 2004****Acunia n.v. (Former SmartMove n.v.)***Leuven, Belgium*

Acunia was a European automotive telematics technology provider.

Hardware Architect & Project Manager**1998 – 2002****EDUCATION****Intensive Marketing Course for International Entrepreneurs****2014***Business Beyond Borders**Zurich, Switzerland***Master of Business Administration (MBA), with Distinction****2002 – 2004***Vlerick Leuven Gent Management School**Leuven, Belgium***Master in Industrial Management (MIM)****2001 – 2002***Katholieke Universiteit Leuven**Leuven, Belgium***Industrial Engineer Electronics Option Digital Techniques****1994 – 1998***De Nayer Institute**Sint-Katelijne-Waver, Belgium***PERSONAL INTERESTS**

Horseback Riding; Horse Breeding; Sheepdog Trialing; Home Automation