



# Pierre Willaert

Senior Executive & Management Team Member | Business Development Expert | Scaling Businesses | Chief Commercial Officer

Focus on Strategy, Vision & Growth

Analytical, entrepreneurial and result-driven Business Development Director, FinTech, Payment & Digital Insurance Expert. ▶ **leading scaling and people with passion and ambition.**

**Proud Accomplishments:** Scaling **Qover** from start-up to leading scale-up (from 30 to 140 FTE), including go-to-market, sales team scaling, structuring strategic partnerships. Key collaborator in the growth of **Ogone** (Ingenico) as a start-up from 30 clients, 9 FTE and 1,5mio € in revenue to a large scale up of 65k clients, 350 FTE and 80mio € in revenue ▶ **Set up successful business units, defined and pursued sales opportunities, led product and services launches, and built and fostered profitable partnerships.**

## Contact Information

+32 476 82 85 31



pierre@willaert.eu



[linkedin.com/in/pierrewillaert/](https://www.linkedin.com/in/pierrewillaert/)



[www.willaert.eu](http://www.willaert.eu)



Antwerpen, Belgium



## Core Expertise

International Business Development

Go-to-market

Product Market Fit

ePayments Solutions

FinTech & SaaS

Digital Insurance

Strategic Sales Planning

Business Due Diligence

B2B / Up & Cross-Selling

Product Evolution Management

Recurring Business Models

Profit & Loss (P&L) Accountabilities

PR & Communication Strategies

People Management

## Education

**Master in Economic Sciences | 1995-2001**

Lessius Hogeschool University

Antwerpen

Thesis: "Music industry and the Internet"

Specialty: Information Technology

## IT Skills

MS Office: Outlook, Word, Excel,

PowerPoint, Google Workspace

## Languages

**French:** Mother tongue

**Dutch:** Mother tongue

**English:** Fluent

**German:** Good understanding

## PROFESSIONAL EXPERIENCE

### Self-Employed Business Consultant

2018-Present

INDEPENDENT CONSULTANT & BUSINESS EXPERT

- Scaling businesses, defining product market fit, go to market strategies, structuring and leading Revenue, lead product and services launches, and built and fostered profitable partnerships.
- Providing payment advice to starting and growing digital businesses
- Leading business, product and market due diligence for potential investors focusing on FinTech players

### Qover

2019-2022

VP NEW VERTICALS & RISK CARRIERS MANAGEMENT

- Setting up strategic approach with Qover's risk carrier partners and developing strategic relationships with new insurers.
- In charge of building a tech product offering and go to market towards insurers.
- Scaling and structuring strategic partnerships

VP BUSINESS DEVELOPMENT, PRODUCTS & OPERATIONS

- Developing growth strategy plan to achieve a double-digit growth with the right product market fit.
- Directly and indirectly leading the sales, product marketing & PR as well as the operations teams (leading a team of 11+ FTE's)

### Ingenico ePayments (Acquiror of Ogone)

2001-2018

*Progressive career with increased people management & international business development leadership accountabilities*

DIRECTOR FULL SERVICE & MARKETPLACE SOLUTIONS EUROPE | 2018

- Led the growth of Ingenico's Full Service proposition within the SMB business unit with a focus on repeatability and product development.
- Delivered a growth strategy plan for Ingenico's Marketplace sales & go-to-market solutions.
- Directly and indirectly managed sales, operations, finance and product organisation with final responsibility over the P/L.

# Pierre Willaert

+32 476 82 85 31 ▪ [pierre@willaert.eu](mailto:pierre@willaert.eu) ▪ Page 2

Focus on Strategy, Vision & Growth

## PROFESSIONAL EXPERIENCE (CONTINUED)

### Director Collect Business - Europe | 2016-2017

- Created, managed and promoted a strategic, matrix-based Product Business Unit around Ingenico ePayments' Full Service offering:
  - Directly and indirectly managed +25 people across the organisation and 5 countries.
  - Transitioned organisation from a technical service provider towards a financial services provider.
  - Covered all aspects of the organizational change within ePayments: budgeting, strategic evolution, sales and operations and product evolution.
  - Facilitated the onboarding cycle of new customers.
  - **Achieved a turnover growth from €6mio to €17mio in 2 years.**

### HEAD OF ACCOUNT DEVELOPMENT, CUSTOMER SUCCESS - | 2013-2015

- Created and deployed a new Key Account Management department within the Ogone / Ingenico ePayment sales organisation; recruited and coordinated 15 Key Account Managers across Europe.
- Established customer growth and retention strategy: local objective setting and realization, up- and cross selling of key products. **Increased total share by 60% (€45mio/year)**. Dealt with key partners in various countries to maintain, build and detect white labelling opportunities.

### REGIONAL HEAD OF SALES - EUROPE | 2011-2013

- Led and coordinated the Belgian, Netherlands and German sales team (3 Country Managers, 10 Key Account Managers, Sales Managers and Internal Sales Advisors).
- Defined and applied a yearly commercial plan, including setting up regional objectives in line with the company targets. Streamlined the company sales structure.
- **Improved market positioning by identifying and securing white labelling opportunities in Central Europe.**
- Ad Interim heading an additional region: Northern Europe, including The Netherlands and UK with a focus on crisis management.

### COUNTRY MANAGER BELGIUM | 2006-2011

- Provided leadership to a team of Internal Sales, Sales Manager and Key Account Manager
- Defined and implemented a yearly commercial plan to realize growth objectives.
- Drove B2B sales of e-commerce online payment services, from mass market merchant up to international key accounts and key players on e-commerce in different sectors.
- Oversaw PR and communication strategy: handling press contacts, realizing newspaper, radio and television interviews, with the objective to make Ogone being recognized as the specialist of online payments and e-commerce
- **Achieved a turnover growth from ~€2mio to €10mio.**
- Managed different contacts with associations such as Fedis, Unizo and SafeShops - **Active member of sector organisation BeCommerce**

### KEY ACCOUNT MANAGER, BUSINESS DEVELOPMENT | 2001-2006

- Managed Key Accounts of the company's Belgian portfolio, prospecting of top companies in several sectors doing e-commerce: telecom, travel & airline, entertainment, ticketing and the company's top international prospects.
- Actively contributed to Ogone's growth: acquisitions of top e-commerce merchants and giving lectures at conferences.
- Helped in developing products and services by matching the market's needs to the internal company growth strategy.

## Other Details

Born on the 4th of June 1976 in Wilrijk, Antwerp

Nationality: Belgian

**Hobbies:** Family, Travel, Sports like tennis, running, cycling or diving, sailing