

# Frederic Boudrenghien

Key Account Manager at Belgacom

fredbou@gmail.com

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## Experience

### **Key Account Manager at Belgacom**

July 2012 - Present (1 year 8 months)

For assigned list of key accounts, I plan and implement sales and business plan in order to reach sales objectives, especially in terms of development of new business, customer loyalty and market share.

I establish and translate to key partners a sales approach based on customer value.

I make regular business reviews and take corrective actions if necessary.

I manage the long term relation with Key Partners, also in terms of contracting.

### **Sales Account Manager at Belgacom**

October 2010 - July 2012 (1 year 10 months)

Towards the management of the point of sales;

Plan and implement sales actions in order to reach sales objectives, especially in terms of development of new business, customer loyalty and market share.

Develop, propose and implement tactics and actions plans towards assigned customers (Retail Point of Sales).

Towards the sales team of the point of sales;

Sell the Belgacom Group sales approach to the assigned customers.

Be alert to churn risks and develop tactics on a proactive and reactive basis in order to maximise customer retention.

Ensure prescription and visibility of the Point of Sales (Residential).

Coach the sales team in order to reach sales targets.

*3 recommendations available upon request*

### **Regional Account Manager at Proximus**

February 2007 - October 2010 (3 years 9 months)

Plan and implement sales actions in order to reach sales objectives, especially in terms of development of new business, customer loyalty and market share.

Develop, propose and implement tactics and actions plans towards assigned customers.

Sell the Proximus sales approach to the assigned customers. Included Sales force of the Point Of Sales.

Be alert to churn risks and develop tactics on a proactive and reactive basis in order to maximise customer retention.

Ensure prescription and visibility of the Point of Sales (Residential).

### **Medical Representative at Sanofi-Aventis**

March 1999 - February 2007 (8 years)

Sanofi-Aventis, Bruxelles, Délégué Médical – Médecine Générale & Hôpital.

# gamme Cardiologie du 01/01/2005 au 15/02/2007. (Secteur Namur).

# gamme Thrombose du 01/03/2001 au 01/01/2005. (Secteur Hainaut).

# gamme Système Nerveux Central du 01/07/99 au 31/02/2001. (Secteur Hainaut).

# gamme Cardiologie, du 01/03/1999 au 31/06/99. (Secteur Bruxelles - Brabant Wallon).

*3 recommendations available upon request*

### **Stagiaire at Comite Olympique et Interfederal Belge**

January 1998 - December 1998 (1 year)

Comite# Olympique et Interfe#de#ral Belge, département Marketing, organisation des coupes de Belgique de sports collectifs (1998).

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## Projects

### **Batibouw**

February 2013 to Present

Members:Frederic Boudrenghien

Since 4 years, I'm in charge for the sales part of the Belgacom Stand @ Batibouw.

I fix the targets, select the partners who will participate, follow their results and take corrective actions iot reach sales objectives, in collaboration with some departements inside Belgacom & some external partners.

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## Skills & Expertise

**Account Management**

**Telecommunications**

**Coaching**

**Mobile Devices**

**Segmentation**

**Sales**

**Contract Negotiation**

**Business Planning**

**Marketing**

**Management**

**Retail**

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## Languages

**English**

(Professional working proficiency)

**French**

(Native or bilingual proficiency)

**Dutch**

(Limited working proficiency)

## Education

### **Louvain School of Management**

post-master, Master en Sciences de Gestion, 1998 - 1999

### **Université catholique de Louvain**

Master, Physical Education, 1993 - 1999

### **Université catholique de Louvain**

Agregation, Physical Education - Agregation, 1993 - 1999

### **Institut Saint Louis Namur**

1987 - 1993

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## 6 people have recommended Frederic

"Frederic is a very good organised and positive person. He is full with new initiatives and ambitions. Hope I will not loose him too soon..;-)"

— **Jorinde Schroeyers**, *Key Account Manager, Belgacom*, worked directly with Frederic at Belgacom

"Frederic is a professional, very result-driven person, strong in communication & out-of-the-box thinking in order to improve his sales-approach, without losing the global perspective."

— **Kurt Van Limbergen**, *Field Sales Manager Buying Groups, Belgacom Group*, managed Frederic indirectly at Belgacom

"Frederic did a great job in preparation of the launch of a new product and a new service (under the motto cross sell, cross sell and cross sell)."

— **Thierry Lepourcq**, *Channel Category Manager, Belgacom Group*, worked directly with Frederic at Belgacom

"Frederic was a dedicated enthusiastic medical rep for Plavix always eager to reach his (sale) objectives"

— **Erwin Bruninx**, *medical manager Plavix, sanofi-aventis Belgium*, managed Frederic indirectly at Sanofi-Aventis

"Frederic was a great colleague when I was working at Sanofi-Aventis. I remember him as a very enthusiast, committed, result-oriented, thorough, professional, open mind and with lots of humor. He was also acting as a team player in respect of ethical rules and hirarchy. I've always appreciated working with him"

— **Stephanie Leblanc**, *Product Specialist Cardiology, sanofi-aventis*, worked directly with Frederic at Sanofi-Aventis

"Frédéric aborde son métier avec enthousiasme, positivisme et professionnalisme. De plus, sa bonne humeur fait de lui un agréable collaborateur."

— **Dominique Léotard**, *marketing, sanofi-aventis*, managed Frederic indirectly at Sanofi-Aventis

[Contact Frederic on LinkedIn](#)