

Profile Description Frederic Schroyens



Name:	Schroyens	Frederic
Born:	16/02/1974	Lokeren
Nationality:	Belgian	
Mobile:	+32 478 70 29 49	
Civil State:	Married – 2 children	
Address:	Lokeren (Belgium)	
Languages:	Fluently: mother tongue Dutch, very fluent in French & English	
LinkedIn Profile:	https://be.linkedin.com/in/fschroyens	
Website:	www.pushpull.be	

Project experience

Company	Air
Assignment	Copywriting
Function	Copywriter
Activities	Advertising & Communication
Period	1997 - 1998
Projects	° corporate campaigns Mobistar, P&V Insurances, Spa, RMB ...: copywriting & project coördination

Company	D'M&S Communications
Assignment	Copywriting – Producer – Account Executive – Business Development Manager – Account Director



Function	Copywriter – Producer – Account Executive – Business Development Manager – Account Director
Activities	Advertising & Communication, Prepress, Multimedia, IT Solutions
Period	21/02/1999 - 2003
Projects	<ul style="list-style-type: none"> - Corporate Presentations: project management: Siemens Atea, Domo, Santens, Exmar, Jona, Omega Pharma, Pfizer, VDAB, Unilin, Igepa, Pioneer, Wynn's - Budget control & account management: Vedior Interim, Janssen Cilag - Website development: project & account management: Philip Morris, Bekaert, Investco, Exmar, Litto, Eurodesign, Sycron, Palm, Dedigate, 2-Consult, Arag, Arplama Group, Askilan, Daihatsu, Group4, Hostbasket, IT Services, Tecto, Ostend Tourism,.... - Multimedia presentations: Siemens Atea, Domo, Omega Pharma, Gyproc, Palm, Quickstep-Davitamon, Abn Amro, Janssen Animal Health - Events & Roadshows: production & technical management: Igepa, Gyproc, Abn Amro, Janssen Animal Health, Quickstep-Davitamon - Dvd-productions: production, technical & project management: Janssen Animal Health, Exmar, Igepa, Omega Pharma, Quickstep, Quickstep-Davitamon, Santens, Unilin, Pfizer, - Tv & Radiocommercials: project & account management: Uit-Magazine, Deceuninck Plastics, Unilin, Omega Pharma, Akzo Nobel, Campanile, Het Volk, Het Nieuwsblad, Abn Amro, Candia, Gyproc, VisitScotland, Chefaro, Belgomilk, Sodiaal France,

Company	IT Services
Opdracht	Project & Daily Management
Function	Account Director
Activities	Development Client Server & Web based marketing solutions; General IT Solutions
Period	2003 – 31/01/2006
Projects	<ul style="list-style-type: none"> ▪ CarWizard.be: development of a webapplication for consultation of car data, comparison, for the carlease branch ▪ Compamails.be: development of a webapplication with sms-module for veterinarians and their customers for Janssen Animal Health ▪ Arag NV: web-based application for Insurance dealers; complete automation of the polis workflow between dealer and main company

	<ul style="list-style-type: none"> ▪ Matrix CBE, HVN, OBS: client server application for the intake of immigrants wanting to integrate & reside in Belgium for the Flemish government ▪ BINS/BVP: development of a client server application for the management of dietists' practices & hospitals for Unilever Belgium & The Netherlands ▪ TNT: development of an online loyalty & marketing platform ▪ Tickit.IT: development web based helpdesk system ▪ Various website projects with and without content management systems ▪ Matrix PCVO: startup of foreign registration & intake software system for evening schools.
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Company	BlueTalk NV - TeamBlogger
Function	Founder/Owner – Business Development – Fund Raising
Activities	Mobile App development / Marketing & Communication
Period	01/09/2006 - 2012
Projects	<ul style="list-style-type: none"> • Bluetooth marketing campaigns for: <ul style="list-style-type: none"> • Carlsberg • 20th Century Fox • D'leteren • P-Magazine • VT4 • Humo • Mobistar • Passage Fitness • Redken • Renault • Universal Music • Cointreau • Nokia • JCDecaux (framework agreement) • Functional Analysis & Framework design • Mobile Application pioneering company in Belgium since 2007 • Mobile Application Project&Product Management for: <ul style="list-style-type: none"> • VT4 • Volvo • Flair • Libelle • Femmes d'Aujourd'hui • Audi • Netlog • Nokia • SL Benfica • Bursaspor



	<ul style="list-style-type: none">• Chelsea FC• IndoSat (Indonesian Operator with 30mio subs)• World TableTennis Federation• World Badminton Federation• Launched Platforms: Mobile Web, Nokia WRT, iPhone, J2ME, BlackBerry, Androïd, Bada
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Company	The Reference
Assignment	Management – Business Development
Function	Manager (independent) – Client Service Director – Business Development
Activities	Interactive Marketing & Communication – Consultancy – Business Development – Sales – Account Management
Period	01/10/2012 – 31/07/2016
Projects	<ul style="list-style-type: none"> • Makro Cash & Carry – Makroshop • KBVK – www.belgianfootball.be • Bekaert • Energy Lab: Start2Run – MyEnergyLab – Energy@Work • EDF Luminus: MyLuminus • Colruyt: Collect & Go mobile app • Ansell • VAB • VDAB • Nato • Fidea • DeltaLight • Deutsche Bank • Shell

Company	Sporting Lokeren (www.sporting.be)
Role	CEO
Activities	General Manager Professional Sports Soccer Club
Period	01/08/2016 – 31/10/2018

Company	Energy Lab (www.energylab.net)
Role	Account Manager – Sales & Partnerships – Digital Manager
Activities	Sales & Partnerships – Consultancy – Business Development – Part of the Management Team
Period	01/11/2018 – 31/12/2021
Projects	<ul style="list-style-type: none"> • Business Owner of the running app Start 2 Run: www.start2run.app <ul style="list-style-type: none"> ◦ I remodelled & refactored the business model in 2019 leading to a 10-fold increase in paying memberships • Sales & Partnerships www.letsmove.com • Managing the digital team (around 20 people) for both our B2C and B2B applications • Sales & Partnerships for Start 2 Run running app • Monetisation & Subscription Management • New product development



Company	Jims (www.jims.be) (part of Colruyt Group)
Role	Chief Digital Officer
Activities	Responsible for all digital processus for internal & external
Period	01/01/2022 – current

Education

Institute	Highschool for Audiovisual Communication
Specialty	Production management – Expert in AudioVisual Techniques
Period	1993- 1997

Individual Awards

- Innovation Award Horeca Expo 2006: Most Innovative Solution Category Services
- Innovation Award B2B Days Ghent 2007: Most Innovative Mobile Solution Event Guides
- Deloitte Fast50 Benelux 2010: TOP 20 Shortlisted as Most Promising Young Company in 2010

Company Awards

- Sportnext Awards 2014: Start 2 Run SportApp Award 2014

Remuneration package

- Freelance
- Bonus system
- Stock

Summary

Advertising

- account management
- project management
- copywriting & art direction



- multimedia production

IT

- sales & biz dev
- project & general management

Digital

- sales & business development
- project & general management
- developing new concepts & strategies
- fundraising
- setting up national/international distributor networks
- digital operations & processus

Specialties

- Highly interactive & creative mind
 - Innovative thinktank
 - People motivator
 - Project Management
 - Creating, Building & Extending Business Models to engage
 - Innovative concepts
 - Business Development
 - Brand Activation
 - Supporting companies, advertising and interactive Agencies and Brands with their strategies & go-to-market
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