

Belintra strengthens its management team with two new partners



Kris Liesmons and Dirk Deruytere joined Belintra as managing partners and will, together with Geert Schepens, set out the strategy for the further internationalisation and growth of the company, while they will also help to outline the day-to-day management.

In the context of Belintra's local and international expansion, which started a couple of years ago, it became clear that new and additional skills are required in Belintra's management team. The company hereby changes its senior management structure, while the middle management and other employees remain unaffected.

Kris Liesmons – new CEO

Kris Liesmons is appointed as new CEO / Managing Director from October 1 st 2017. In this position he replaces Geert Schepens and will develop a clear vision for the further growth of Belintra, in which Operational Excellence will be one of the main driving forces to upscale the operations in a next phase. Kris is 38 years old and has acquired broad experience in a variety of (international) management positions, mainly in multinationals such as Südzucker and Novartis. Kris has held several senior management positions with both operational and financial responsibilities. In his last role Kris worked as CFO at Ensus UK Ltd., since 2013, a British branch of the Südzucker group where, as a member of the management committee, he was co-responsible for the reorganisation and increasing the profitability of the business. "Whether you work in a multinational or an SME, at the end of the day the employees, their motivation and commitment make the difference between success and failure", says Kris Liesmons.

Dirk Deruytere – VP Sales & Marketing Strategy

Dirk Deruytere started on Monday 18 September 2017 his new role of VP Sales & Marketing Strategy. In that capacity he will outline the further development and growth of the sale of Belintra products. He will be responsible for all Belintra sales channels. Belintra Belgium, USA and Switzerland and the different export countries through all existing and new distribution channels. The sales team remains unchanged: Rita Gielen, Henk Gabriël, Gill Malingreau, Frank Gall, Bas Otten and Dave Van Nieuwenhuyze will remain responsible for their sectors.

Dirk is 55 years old and has already assisted Belintra in major strategic commercial decisions. He acquired an outspoken international experience in B-to-B Sales and Marketing within some Belgian SMSs and multinationals (Bekaert NV, Unilin NV, Vergokan NV and Abutriek NV).

"The 3 A's ... make the difference: accessibility, availability and assurance. This will take us a long way!" according to Dirk Deruytere.

Geert Schepens – VP Business Development

Geert Schepens has been in charge of Belintra's daily management since October 1993. Dixit Geert Schepens: "I am very happy and proud, after 23 years, to have two partners like Kris and Dirk on board at Belintra. It is an important milestone in Belintra's great growth story." With his broad experience as an engineer Geert will focus on the future needs in the care sector and guide the product development in the right direction. The innovative developments, which have always been a distinguishing factor in Belintra's success story, are now guaranteed towards the future.

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The new management is fully confident that, thanks to the dedication of the entire Belintra team, the ambitious growth plans for the future will be achieved.

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