

Annelies Noblesse

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Summary I'm a strong strategic profile with vision, creativity, an entrepreneurial spirit and a curious mind. For the past 10+ years, I managed business projects touching different areas of expertise, being product- and business development, innovation, regulatory compliance, marketing communication and brand management. I am passionate about change and continuous improvement. Furthermore, I'm strong in finding the essence in complex matter and presenting this in an organised and simple way to my audience. In my urge to attain results, I get things moving and take the team with me on the way.

Experience

- Colruyt Group:** Freelance Business Project Manager [12/12/2016-present](#)
I provide business advice on executive level and manage social enterprise enVie and several projects for the operating units, OKay and Bio-Planet. All projects share the goal of increasing revenue and ensuring sustainable growth of the organization. This was achieved by various initiatives, such as creation of the strategic roadmap, introduction of a KPI dashboard, internal organisation improvements, development and testing of new store concepts using Service Design and more.
- Kunstmaan:** Senior Account Manager [09/05/2016-11/11/2016](#)
I worked on projects related to communication strategy, brand identity and positioning, digital partnerships, UX strategy, campaigns and social media. Examples of clients: Mensura, Accenture and BNP Paribas.
- ING Belgium:** Business Project Manager [06/06/2013-29/04/2016](#)
I worked on innovative and regulatory projects in the field of savings and payments. I was responsible for the launch of a new product, made sure ING was ready for the negative interest rates on the market and ensured needed changes were made so ING was compliant with the reform of the regulated savings account.
- Ormit:** Business Project Management Trainee [06/06/2011-06/06/2013](#)
I was part of the Ormit training program that was focused on project management, soft skill training through classroom- and on the job training. The program provided each trainee various project opportunities within several departments of ING Belgium.
- PNO Consultants:** Project Manager [01/08/2006-31/05/2011](#)
I supported my customers in the follow up of their project realizations. I gained experience in regional, federal and European grant schemes. I was a coach and an advisor to my colleagues within my field of expertise. Examples of clients: Nike, DP World, GE Security, Inbev, Philips and City of Antwerp.
- European Plastics Converters:** EU Project Manager [10/08/2005-01/08/2006](#)
EuPC is a lobbying company in the plastics industry. I managed several of their European projects, funded by the European Commission.

Education	<ul style="list-style-type: none"> -University of Oxford/Saïd Business School: May-July 2021 Oxford view of Strategy Programme, completed with a score of 97,8% -Vlerick Business School: Take the Lead in Digital Transformation Feb-May 2017 -VTI Leuven: Chef and Sous-Chef degree Sept 2009-June 2015 -Università di Bologna: Scienze Politiche: Erasmus, Italy Sept 2004 –Feb 2005 -Catholic University of Leuven: Master Political Science Sept 2000 –June 2005 Graduated cum laude. Major: International Affairs - Minor: Europe -Maria Assumpta Lyceum: Greek-Science 1992-1999
Certificates	<ul style="list-style-type: none"> -School of life: Emotional Intelligence@Zurich Oct 2018 -ING: Lean Six Sigma: green belt June-Sept 2011 -Ormit: Prince II certification: Credential ID P2R/NLPB145185 Sept 2011
Knowledge	<ul style="list-style-type: none"> -Dutch: mother tongue - English: excellent -French: very good – Italian/German: basic -MS Office: Word/Excel/Outlook/PowerPoint: excellent
Projects	<ul style="list-style-type: none"> -Key account between Colruyt Group and social enterprise, enVie Mar 2020-June 2021 -Innovative project in last mile delivery for OKay Dec 2019-May 2021 -Transforming OKay branches to concept 2.0 Jan 2019-Mar 2021 -EIT food project: Robin Food May 2020-Dec 2020 -Business consultancy: Strategy roadmap OKay Mar 2020-Jul 2020 -Parcel lockers test project for OKay and Bio-Planet Sep 2018-Dec 2020 -Data & market analytics: Ideal assortment 2.0 for OKay Sept 2018-Dec 2020 -Service Design project on new store concepts for Bio-Planet Jun 2017-Aug 2018 -Service Design project to stimulate product group revenue for OKay Feb 2017-Jan 2019 -Branch wide solutions to sustain turnover growth for OKay Dec 2016-Aug 2018 -New client platform for Mensura, Modules Hello'Home for Hello'Bank, Branding for Accenture etc May 2016-Nov 2017 -Marcom lead for ING Invoice Solutions platform Aug 2015-April 2016 -Regulatory project: ING readiness on negative interest rates April 2014-Jan 2015 -Regulatory project: Reform Regulated savings accounts for ING Sep 2012-April 2014 -Lean Operational Excellence for ING Financial Markets June 2011-April 2012 -PLASTeam: FP6 Project to Support the European Plastics Industry Aug 2005-Jun 2006