

## Contact

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www.smartserved.be (Company)

## Top Skills

Online Marketing  
Digital Strategy  
Marketing Strategy

## Languages

English (Professional Working)  
French (Elementary)  
Dutch (Native or Bilingual)

## Certifications

eTIC - e-marketing  
eTIC ICT-leverancier  
Google Partner  
Google Analytics Individual  
Qualification

## Honors-Awards

Cx Award November 2013

# Thomas Vandromme

BESCHIKBAAR VOOR NIEUWE OPDRACHTEN!! Freelance consultant - (interim) marketing & sales management.  
Gent, Flanders, Belgium

## Summary

Sole digital native born in 1982.

Freelance consultant - (interim) marketing & sales management. Expertise in the domains of digital/business transformation, marketing management, sales management, change management & business strategy.

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## Experience

### Smart Served GCV

Freelance advies en begeleiding in verkoop en marketing  
October 2014 - Present  
Gent en omgeving, België

Freelance Business development manager - Expertise in the domains of digital marketing, project management, marketing management, sales management, change management & business strategy.

Projects: Smart Touch (Cash register systems), Qlaro (business intelligence), Ad Ultima Group (ERP/BI), Velleman NV (Wholesale), Spiers Slaap (sleeping comfort), Prolink Engineering (Automation), ..

www.smartserved.be

### Spiers Slaap

#### Marketingmanager

January 2018 - Present

Oostakker, Sint-Martens-Latem, Oudenaarde, Brugge

Strategically and operationally responsible for online and offline marketing at Spiers Slaap.

This for 4 branches in Oostakker, Sint-Martens-Latem, Oudenaarde & Brugge.

Spiers Slaap staat al sinds 1881 garant voor topkwaliteit in slaapcomfort. Tempur, swissflex, Auping en andere grote merken maken deel uit van

het gamma. Bovendien zijn ze steeds op de hoogte van de nieuwste slaaptechnologieën.

Works as a permanent representative of Smart Served GCV.

**B-W-I / Business With Iran**  
**Co Founder & Business Consultant**  
May 2017 - Present  
Gent en omgeving, België

It might seem like a shot in the dark to approach companies in Iran in absence of a sustainable preparation and wide understanding of current business peculiarities.

These specifications regarding the current business culture they use, the familiarity or unfamiliarity with financial transactions, banking systems, contracts and general procedures can all influence the way in which you engage in business in Iran.

Here we become visible to assist and fulfill your business desires. Our expertise lies in a knowledge-based business technology approach to improve commercial operation in a cross social and cultural paradigm.

<http://www.b-w-i.eu>

**Velleman NV**  
**Interim Marketing management**  
January 2017 - December 2018 (2 years)  
Gavere

Velleman® nv is a Belgian wholesaler and electronics developer with over 40 years' experience and 18.000 different products sold worldwide. Velleman is a dynamic company that is a pioneer in designing and providing new quality products for either leisure or technical use while targeting all skill levels, young and old around the world.

Supporting the different departments, brands and product categories in the field of (online) marketing.

Project Management for the various marketing projects across the different departments.

Works as a permanent representative of Smart Served GCV.

**Smarttouch VOF**

## Partner

February 2015 - August 2017 (2 years 7 months)

Oudenaarde

With Smarttouch, we are pleased to offer one of the most innovative, modular, affordable and yet government-approved (catering) cash registers.

## goudengids.be / pagesdor.be Dialog

2 years 3 months

### Business Development Manager

September 2014 - March 2015 (7 months)

Business: Direct Marketing

Business development for the new business unit 'Dialog'. At Dialog, we sold the company database of goldenpages.be. In addition, we also provided services such as campaign management and newsletters.

### Sales Consultant Online Marketing

January 2013 - September 2014 (1 year 9 months)

Business: Online Advertising, Local Search

goudengids.be, premium partner voor Google Adwords, is the market leader in local search and online advertising and in this way the most reliable and efficient partner that connects self-employed and SME's with their customers.

2nd experience in a digital transformation.

In this period, Truvo NV (the company behind the Yellow Pages) reinvented itself as a digital partner for SME's and independent people with a wide range of digital services.

### Tonic Design/Vandromme Consulting

Owner/project coordinator

January 2008 - December 2011 (4 years)

Business: Online communication

Several projects. Mainly online communication & graphic design. A collaboration with various freelancers / companies in which I mainly had a commercial, advisory and coordinating function.

### Kompass - International Business Information

Account Manager

February 2006 - March 2008 (2 years 2 months)

Business: Data - Direct Marketing

40% existing portfolio and 60% prospecting in a B2B environment. The first year as sole starter 100% of my objective achieved. Always achieved all objectives.

Responsible for the West Flanders region.

1st introduction to a digital transformation.

The turnovers from the paper company-guides were under pressure. On my own initiative I have successfully developed a digital alternative in the form of digital direct-marketing solutions.

### Avenir Telecom

Shop-manager

October 2004 - December 2005 (1 year 3 months)

Business: operator-independent mobile telephony solutions.

Known in Flanders under the name \* Internity \*. Responsible for 2 branches, in Roeselare and Kortrijk. Mainly selling telecom products to private individuals.

Mobistar and Telenet services. Very good sales figures achieved, but the Belgian affiliates have been discontinued due to undercapitalisation.

### Brico Plan-It

After-Sales Coordinator

December 2003 - September 2004 (10 months)

Kortrijk

Set up and expand a new after-sales department.

### Temporary work

Tele-sales

October 2000 - May 2004 (3 years 8 months)

Verschillende werkgevers

Mostly Telecom related products in a B2B environment.

(2000-2002) part-time in the evening after my secondary school.

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## Education

Vlerick Business School

Masterclass, Digital Leadership · (2018 - 2018)

Antwerp Management School

Masterclass Change Management · (2018 - 2018)

Antwerp Management School

Post-Graduaat, Digital Business · (2017 - 2018)

Syntra AB

Google Analytics Expert · (2018 - 2018)

Syntra AB

Adobe Premiere · (2018 - 2019)