



Marnix Kint

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Qualifications

- ✓ Graduate in Marketing (Groep T – Leuven 1990)
- ✓ Master in Genetic (UCL 1980)

Experiences

- Founder and co-owner of Insight XE (Sept 2012 –)
Insight XE is a software company with a focus on the development of specific Business Effectiveness Applications
- Owner of Reflexy bvba (July 2009 –)
Reflexy is a consulting and management provider working for pharmaceutical companies in
 - ✓ the management of customer database (including the GDPR compliance issues),
 - ✓ the support of all business effectiveness activities (including CRM)
 - ✓ the implementation of e-authentication and e-signature processes.
- Business Effectiveness Manager at Pfizer Belgium (2009)
Supporting the Sales and Marketing departments in their search for Business Effectiveness (incl. CRM)
- Chairman of the Central Medical File (FMC-CMF) (2002 - 2010)
Expertise in content management of client databases, private life and e-mail legislation (Belgium)
- Field Force Support Manager at Pfizer Belgium (2000)
Supporting the Field Forces in their targeting, sales achievement, and administrative activities, also via optimisation of specific functionalities in CRM systems.
- Business Intelligence Manager at Parke-Davis (Warner-Lambert) (1999)
- Market Research and sales figures analysis, with extra responsibilities in Direct Marketing.
- Sales Admin and Training Manager at Parke-Davis (Warner-Lambert) (1990)
- Field Force support and full responsibilities for the Field Force training.
- District Manager at Parke-Davis (Warner-Lambert) (1985)
- Medical representative at Substantia (1983)

Personal data

- ✓ Belgian citizen, born 24 June 1959 in Leopoldville (Kinshasa – Congo)
- ✓ French - Dutch - English
- ✓ Married with Christiane Van Acker (Nurse)
- ✓ Father of Gwendoline, Cyrielle, Yannick en Quentin
- ✓ Grandfather of Mara and Yade, Elias and Kasper.
- ✓ Scouts totem: "Panda Premier de Cordée".

When I'm not working...

- ✓ I'm singing baroque and renaissance music at Florilegium, a choir from Leuven.
- ✓ I'm playing clarinet and bass clarinet in 2 different harmonies.
- ✓ I'm a photographer with interest in macro photography, nature and doors...
- ✓ I love puzzles

My skills

- ✓ Business effectiveness by always trying to optimise any information flow, via improving skills, use of technology or design of new business processes.
- ✓ I am an analytical mind that works in a very organized way.
- ✓ In previous skill test some keywords were recurrent: precise, accurate, reliable, curious, preventive, assertive, methodical, thoughtful, logical, calm, suspicious, asking "how", "why" and "what", perfectionist
- ✓ I'm always deliver better results in a structured environment with clearly defined objectives that can be reached with independent working.