

CURRICULUM VITAE

MARC LEYSSENS



PERSONALIA

Name	Marc Leysens
Address	Frans Tempelsstraat 8/2.01, 3500 Hasselt
Phone	+32 (0)483 493 323
Email	mleysens@me.com
Date of birth	10.07.1967
Marital status	Single, 2 kids (20 and 21)
Profession	Design, marketing & communication consultant

STUDIES

Udemy	2019 - 2022	Graphic Design Masterclass / Metaverse & Blockchain
CVA	2020 - 2022	Relation coach
Academy	1987 - 1989	Marketing at PXL Hasselt
University	1986 - 1987	Candidacy Sports at KU Leuven
Secondary	1979 - 1986	KA2 Hasselt / St. Jan Berchmansinstituut Zonhoven

PROFESSIONELE ERVARING

The Future Laboratory, London (2018-2022) : **Commercial Director Benelux & Europe**
Business development en commercial representation in Benelux and rest of Europe.

James Bold, Hasselt (2015-2017) : **Managing Partner**
Disruptive design and communication agency for print and digital.

Cannoniere sarl, Luxemburg (2013-2015) : **Design & Marketing Director**
Concept and story of the brand, brand values and visual identity development. Daily management of design, marketing, webshop, social media, partnerships, actions and PR.

Creneau, Hasselt/Dubai (2010-2012) : **Fashion, Lifestyle & Retail Manager**
Rejuvenating the company's heritage in the fashion, lifestyle and retail environment in order to widen the current portfolio of mainly hotels bars, restaurants and hotels worldwide.

10 Advertising, Antwerp (2007 - 2008) : **Creative Director**
Leading and inspiring the creative teams and creating design and communication concepts for all clients and projects of the agency.

Mexx Worldwide/Lizz Claiborne, Amsterdam (2004 - 2006) : **Art & Co-Creative Director**
Art & Co-Creative Director for all European marketing and communication initiatives of the entire Mexx portfolio.

Design is Dead, Antwerp/Brussels (2002 - 2004) : **Associate Concept Director**
Creative direction and project management for innovative websites and digital media concepts.

Creneau International Design, Hasselt/London/Barcelona (1998 - 2001) **Managing Partner**
Startup and management of the company's graphics branch including startup and management of Mutation Spotting. Coordination of graphic acquisitions and offices in Hasselt, London and Barcelona.

De Fabriek, Leuven (1993 - 1998) **Co-Founder/Managing Partner**
Startup and daily management of the ad agency, with an emphasis on 'youth communication'.

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LANGUAGES

	Comprehend	Speak	Write
Dutch	Excellent	Excellent	Excellent
English	Very good	Very good	Very good
French	Very good	Good	Average
German	Good	Average	Average

CHARACTERISTICS

I am a creative and solution-driven professional who understands commercial objectives and milestones and who continually invests in improving his skills. I tend to approach a problem or situation from an alternative angle, always considering both emotional and rational values and arguments. My environment usually describes me as a positive person with a motivating and inspiring personality and a good sense of humour.

HOBBIES & INTERESTS

I have a special interest for activities that empower the balance of body and mind. I enjoy the simple things in life and I am naturally attracted to aesthetics. I am particularly attracted to culinary and cultural discoveries and experiences. Such as eating and cooking, making and listening to music, digesting lifestyle blogs and magazines, active and passive consumption of sports, passion for design and architecture. And last but not least, I admire and embrace authentic craftsmanship.

REFERENCES

Joan Drost
Executive Director Brand and Marketing Vlisco Group • www.vlisco.com

Jorg Snoeck
CEO Retail Detail • www.retaildetail.be

Frank Bekkers
CEO Joyn • www.joyn.be / *Mobile Vikings* • www.mobilevikings.com

Koen Delvaux
Head of Consumer Innovation at Proximus • www.proximus.com

Some of the brands and companies I've worked for over the past 30 years: Mexx Europe, Sandwich, XX by Mexx, Xandres, Hampton Bays, Terra Ischstar, Concentra, Souâd Feriani, Cannoniere, Versuz, LRM, Ketchum, **Creneau International** (Lee, Levi's, Wrangler, Pepe Jeans, Dockers, Telenet, Watches of Switzerland, Interbrew...), **Design is Dead** (Jansport, Concentra, Footlocker...), **10 advertising** (Jet, Bobbejaanland, Viyo, Europe Assistance, La Soupe, Kruidvat...), **Linos Communication** (Panasonic Batteries Europe, Kinopolis, Bebat, Lannoo...), **De Fabriek** (De Lijn, Ernst & Young, Kipling, Fashion Point, Farm Frites, Aveve, BIVV, Studio Brussel...), Nightingale.

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RECOMMENDATIONS

"Marc, is a man with vision, passion and a very creative personality. I have always admired Marc for his enthusiasm and integrity".

Frank Bekkers, CEO Joyn & founder Mobile Vikings

"Marc shreds it up on the creative side of things!!! He was the magic man at Mexx - always taking the creative vision and translating it quickly into marketing collateral that was clear and inspiring. The best thing about Marc is he picks up the scent early in the discussion so things move forward quickly! I highly recommend him for any creative endeavor!"

John Moore, former Vice President Mexx

"Marc is a open minded visionair. If you talk to Marc, you talk to the world. He knows everything about mode and building a brand. It was my pleasure to work with him".

Jorg Snoeck, CEO Retail Detail & winner "Management Book of The Year 2018"

"Marc is a creative and detailed oriented Manager, constructive in its business solutions with effective results, always within the predefined borders of budget and deadlines".

Philippe Bogaert, owner Finger Productions

"Marc is a great and experienced creative who perfectly understands the needs of his clients. He's very strong in concept, copy and graphic design. For many projects our companies worked together and I'm very happy that I can rely on his expertise and qualities. And last but not least, we can trust upon everything agreed and don't need to worry about this!"

Maurice Dahan, former Creative Director Mexx

"Marc is a very creative director with many skills. It's fun brainstorming and working with him. The sky is the limit but he always stays with both feet on the professional ground. We did some nice projects together (we started Buzzy - youngster magazine De Lijn - from scratch) e.o. We had a lot of fun, very important in a hardworking creative team: humor!"

Hélène Van Herck, former Creative Mind at Sanoma Magazines

LINKS

Website	marcleysens.com
Linkedin	linkedin.com/in/marcleysens
Instagram	marcleysens [private]
Personality	ENFP-A : Assertive Campaigner

**“YOUR PROFESSION
IS NOT WHAT BRINGS
HOME YOUR WEEKLY
PAYCHECK. YOUR
PROFESSION IS WHAT
YOU’RE PUT HERE ON
EARTH TO DO, WITH
SUCH PASSION AND
SUCH INTENSITY THAT
IT BECOMES SPIRITUAL
IN CALLING.”**

VINCENT VAN GOGH