

# Stefan Kolle

Partner at Futurelab

Brussels, , BE

Engaging and entertaining speaker on marketing, innovation, social media and strategy

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## Biography

If you're looking for customer centric marketing, social media, strategy, or innovation, it's time for us to talk. Not about green or blue hats, the latest shiny digital toy or complex processes. But about practical ideas and concepts that allow you to differentiate your business in the market place and even transform your industry. In other words: "ideas that make money?". I don't come to this conversation empty handed. Over the past 20 years, I've been an entrepreneur, a CEO and had the opportunity work with senior teams at the likes of BAT Japan, Sanoma CEE, Heineken, Philips, Bank of Pireaus, JTI Ukraine, BNP Paribas Investment Partners, and many others. While this experience gave me the opportunity to inspire them with new ways to grow their business, it also taught me a lot about what works and what doesn't in the land of innovation. So if you're looking for the next idea to disrupt your market, do get in touch. You can find me at Futurelab, a strategy boutique I co-founded and where I head up the innovation practice, while also focusing on digital and social media. I am an accomplished speaker - I have given presentations and keynote speeches at many events, in Europe, US and Asia. Topics include customer centricity, NPS, marketing innovation, social media and many others. ===== Credentials include: BAT, JTI, Sanoma International, Sanoma Prague, BNP IP, Fortis Investments, Philips, Heineken/Amstel, Deloitte, Unibake, LOWE, Ogilvy, BBDO, Novartis, Lexus, Bank of Piraeus, European Defence Agency, TeleAtlas, HP, the Belgian Government, Telenet, HVM Law. As a Senior Associate at Management Centre Europe/American Management Association I have delivered programmes and trainings in Europe and Asia. I also serve as senior advisor and board member to INACO and Nedesco. I am available for additional (advisory) board memberships NPS: Net Promoter® Certified Associate Member of the technical advisory board of Akshaya Patra Foundation Finally, I am a juror of the Webbies Awards.

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## Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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## Industry Expertise

Financial Services, Advertising/Marketing, Media - Print

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## Areas of Expertise

Social Media, Innovation, Marketing, Customer Centricity, Strategy

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## Affiliations

[www.futurelab.net](http://www.futurelab.net)

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## Sample Talks

### So you want to be customer centric?

How well do you know your customers and what they want? Are you turning your loyal customers into brand ambassadors - and do you know who your detractors are and why? You may be missing out on profit by doing business as usual. Introducing customer centricity in your organization may be a challenge, but anyone can do it ? hear how it's done. Get ready for a bold new perspective that will lead the way to new profit.

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## Event Appearances

### Dont try this at home

Social India

### So you want to be customer centric

Customer Centricity on the Agenda

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## Education

### University of Utrecht

MA History / Economics

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