

## Erik Saelens

### profile

Erik Saelens is a consultant and interim manager with more than 15 years of experience in brand marketing and communications. He currently holds the position of strategy director at Brandhome.

Erik Saelens is specialized in rebranding and renaming operations and has done research on more than 138 of these brand change operations worldwide. In addition he is an expert on brand management and strategies regarding M&A and IPO operations. With his strong operational background, he is also apt to implement the written strategies. Erik Saelens has a solid track record as interim manager in different roles for various international companies and brands.

Until 2002 Erik Saelens worked as senior brand advisor to the Board of Royal Dutch Telecom KPN in The Hague and Brussels. Prior to working with KPN, he worked for Sodexho as a member of the international brand management team. He started his career at Walibi, a European amusement park group.

Erik Saelens studied Economics at the University of Antwerp. He holds a major in hotel and leisure marketing and completed several other studies on brand marketing

Erik Saelens wrote the book Brandhome Platform I 'Over maatschappij, mens en merk', a book on the relation between branding, society and human individuals. Saelens is a guest speaker at conferences and universities and contributes with several articles to specialized media in the Benelux. He is currently finishing a new book on rebranding operations.

He is of Belgian nationality and operates fluently in English, Dutch and French.

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Erik Saelens founded Brandhome in 1996 as an online knowledge institute to collect and consolidate worldwide information on branding onto an online platform, and to make it fast and easily accessible for senior management, interested in brand management.

Erik Saelens meanwhile worked at Sodexho and KPN. Brandhome became very popular and almost 12.000 marketing and communication executives subscribed to the weekly Brandhome Brand Letter. Since 1997 Brandhome launched online conferences (webcastings), organized various knowledge exchange events and was editor of various thesis and books.

In 2003 Brandhome changed from a free knowledge network into a brand consultancy company. The necessity to integrate the solutions and implementation for customers pushed Brandhome to go further than only consultancy and Brandhome became a full service brand communications group.

Brandhome is based in Antwerp (Belgium) and is a leading identity driven brand communications company in the Benelux.

