

## Lisa Marie Colruyt

### Professional Summary

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- Working at Colruyt Group for nearly 20 years.
- Experience in qualitative market research, brand strategy, strategic marketing and organisational development.
- Active in various working groups within the Colruyt family's shareholder and investment structures
- Today: strategic marketeer for Health, and several organisational development and strategy support projects.
- Passionate about working with people and building teams.
- Pragmatic idealist, with a love for creative and innovative processes.

### Work experience

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2022 - present	Strategic marketeer Health at Colruyt Group Organisational development and support at Colruyt family shareholder structures
2021 - present	Board mandate Newpharma
2021 - 2022	Business development Health at Colruyt Group
2019 - 2021	Various internships at Colruyt Group, among which: financial controlling, mergers & acquisitions, identity & culture and business development
2019 - 2021	Organisational development and strategic support at Korys
2015 - 2019	Strategic marketing and head of marketing at Bio-Planet, Colruyt Group
2010 - 2015	Owner and manager of clothing boutique Freelance trainer communication skills at Colruyt Group
2006 - 2010	Market research and brand strategy for food, non-food and private label at Colruyt Group
2003 - 2006	Market research for Colruyt Laagste Prijzen Marketing department

### Education

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2003 - present	Various communication and (long term) personal growth programmes
2000-2003	Bachelor's degree in Business Management at Arteveldehogeschool, Ghent