



Hi, my name is **DIRK VERSCHUEREN** and I help companies to face their challenges.

About Me

My name is Dirk Verschueren and I help companies to achieve their sales plans.

With over 25 years of experience in general, sales and marketing management, I can assist you to define your strategy, as a consultant, business coach or interim manager.

Contact

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Career

MARCH 2013 - JANUARY 2022

BNI (Business Network International)

Executive Director

BNI is a business referral organization for local entrepreneurs helping each other to grow their business via word-of-mouth marketing activities.

In this role I was able to introduce a new networking concept and to build a successful franchise business in East Flanders (BE).

- + Networking
- + Leadership
- + Managing teams

MARCH 2015 - DECEMBER 2015

AGFA Healthcare

Business Unit Manager

Interim management position in the contrast media team as deputy business unit manager. My input was key in defining the company's strategy.

MAY 2014 - DECEMBER 2014

SIM Belgium

Board Member

Board Member of Advisory Board Meetings BioSci Consultancy.

Education

1978 - 1982

School

Graduated hospital nurse

Key skills

Communication
Leadership
Negotiation
Organization

Languages

Dutch (native)
English (fluent)
French (fluent)
German (conversational)

Values

Accountability
Authenticity
Integrity
Lifelong learning

Interests

Guitar player
Reading
Sports

Career

JANUARY 2005 - SEPTEMBER 2013

HOSPIRA Benelux General Manager

Following an EMEA marketing manager role I was appointed to the Benelux general manager. The product portfolio consisted of medical devices, pharmaceuticals and biosimilars.

- ✦ General management
- ✦ Marketing
- ✦ Sales

FEBRUARY 2011 - JUNE 2011

F Care Systems Consultant

The company is active in the medical devices business. My task was to create a business plan for investors.

APRIL 1997 - DECEMBER 2004

Abbott Business Unit Manager

Leading the medical devices sales team and preparing the start-up of Hospira.

SEPTEMBER 1987 - DECEMBER 1995

Shering AG Sales & Product Manager

After joining the company as accountmanager I was in charge of the contrast media team.

Courses & Training

OCTOBER 2020 - JUNE 2021

Vlerick Business School Executive MBA

- ✦ Financial management & accountancy
- ✦ Economics
- ✦ Marketing management
- ✦ Strategy
- ✦ Entrepreneurship
- ✦ International business
- ✦ Operations management
- ✦ Organizational change
- ✦ Leadership development
- ✦ High-impact communication
- ✦ Corporate sustainability & responsibility