



curriculum vitae

Tom Van Doorslaer

41 years old - experienced consultant in media & advertising – available as from May 2024 for long- or short-term projects

JOT Management bv
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work experience:

PHD Media - part of Omnicom Media Group (October 2023 – present)

Business Leader (Freelance)

- Leading the Belgian team responsible for the media strategy & planning of L’Oreal Benelux
- I also management the accounts of BYD & Uber

Adriver – de la Tour Media Group (April 2023 – January 2024)

Business development (Freelance)

- Preparing the entry of a French OOH company on the Belgian market
- Market analysis, business development & sales with advertisers (closed contracts with Red Bull, Burgerbrands, Mini Europa, Cirque du Soleil, Disney, ...)

Mediation (September 2022 – April 2023)

Sales & Marketing Manager BusinessAM.be (Freelance)

- Subscription strategy: launched a subscription-based income model for the website Businessam.be, > 4000 subscribers after 9 months
- Doubled advertising revenues to > 400k after 9 months
- + Coaching of a team of 7 (marketing + sales)

DPG Media (March 2020 – August 2022)

Sales Manager Direct Sales

- Responsible for the management of a team of 8 account managers
- Developed TV, radio & digital campaigns for direct advertisers: Cardoen, Smartphoto, Trixxo, Circus, ...
- Strategy and development of local and digital focused advertising products

Proximus (Aug 2019 – March 2020)

Digital Sales Manager - Smart Advertising Solutions

- Responsible for the advertising sales house, leading a team of 8 people
- Commercializing digital & video advertising space on Proximus inventory (Pickx & Pickx sports) + third party inventory (display: Microsoft-MSN, Autosalon.be, Vroom.be, Sport.be, all Yahoo inventory / video: all Dailymotion inventory)

Clear Channel (Jun 2017 – Jul 2019)

Key Account Manager - Strategic Sales

- Account Management: responsible for different agencies, advertisers and out of home specialists. Biggest clients: Samsung, P&G, Coca Cola, FCA, Engie, H&M, D'Ieteren, ...

de Persgroep (2006 – 2017)

Business Manager Spaargids.be/Guide-épargne.be (Feb '16 – Apr '17)

- Full responsibility of the P&L of the new acquired website Spaargids/ Guide-epargne.be
- Development of different income models (affiliate marketing, display advertising, ...)
- Launching new products, marketing actions & events to increase the number of visitors to the website

Sales Manager @ de Persgroep Advertising (2015-2016)

- Managing a sales team of 8 people
- Responsible for the advertising revenues of a business unit of national & international clients

Sales Manager International @ de Persgroep Advertising (2014-2015)

- Managing the international sales team of de Persgroep Belgium + the Netherlands (4 people)
- Commercializing all Belgian, Dutch and Danish media titles on the international advertising market (mainly Italy, France, Germany, Swiss, UK, the Netherlands)

(Key) Account Manager @ de Persgroep Advertising (2010 –2014)

- Managing & developing different advertiser portfolios

Senior Marketing & Research Executive @ de Persgroep (2006-2010)

- Supporting the national advertising department with analyses, research, presentations, campaign results, ...

education:

Executive Master in Marketing & Advertising (2012)

Graduated with high honors (Thesis: "Paying for online news, dream or reality?")
Solvay Business School Brussel

Master Handelswetenschappen (2001-2005)

Optional subject: Marketing Management
Hogeschool Gent

Latijn-Wiskunde (1994-2000)

Sint-Lodewijkscollege, Lokeren

competences:

speaking: Dutch, French, English fluently

knowing: 360° advertising & media – digital strategy, sales & product development. Certified for Google Ads Professional (Video, Display) and Meta (Creative Strategy, Planning)

liking: sports (golf, foot & cycling) - restaurants - travel – music - spare time with family & dog