

Harold van der Straten



Executive management of SMEs

Summary

An engineer by training, I have devoted the first ten years of my career to project management and process optimization for major industrial groups.

ADDRESS

203, rue de Fauconval
1367 Huppaye
Belgium

PHONE

+32 488 901 363

EMAIL

hvdstraten@viso-management.eu

Being keen to develop a more comprehensive way to work, I decided ultimately to join the world of SMEs after having taken additional training in management.

For six years, I had the opportunity to successfully turn around two SMEs (Atelec/DRM and Vervloet) active in services and production.

Building on these successful experiences, I firmly believe that an efficient organization requires the support and commitment of the entire staff and is composed of a skillful combination of pragmatic decisions, perseverance in ensuring the implementation of the decision taken, respect and communication towards all stakeholders.

Since 2013, as a self-employed person, I have decided to put my energy towards assisting SMEs that have a desire to enhance their performance in a sustainable and quick way.

Key experiences

Extensive entrepreneurial experience in SMEs:

Creating, starting up, organizing the growth or turnaround of SMEs.

In particular: Start-up and launch of Sonaca Aircraft (70 FTE); General management of SA Atelec (80 FTE); Creation of DRM Maintenance sprl (20 FTE) following a transfer of activity; Co-general management of SA Vervloet (30 FTE) and business recovery whose operations were under serious threat; CEO (ad interim) of Kewlox; CEO of Bodart & Gonay, founder of Viso-management sprl, my own company, in 2013.

Strong experience in the accompaniment of SMEs:

Clarification of the general strategy in place and the business model, business development, optimization of the organization and process implementation, development of CEO leadership skills, implementation of participatory governance, introduction of an expanded cost/product accounting system, financial plans and dashboards, stock management optimization.

Strengths

- Pragmatic and result oriented
- Customer oriented
- Collaboration and teamwork
- Extensive business experience combined with a good analytical mind
- Ability to adapt quickly to a new environment
- Crisis management
- Active listening
- Easy communication at every level of the company.

Detailed professional experiences

CEO AT SONACA AIRCRAFT S.A. (09/2016 – 09/2020):

Mission to start up the company and launch activities:

- Creation of the strategic plan and business plan
- Design and certification (EASA) of a two-seater aircraft, the Sonaca200
- Business development: 70 orders across Europe
- Increase from 5 to 70 FTEs between 2016 and 2020.
- Start of production and assembly activities (BE) and delivery of the first 30 Sonaca 200.
- Implementation of an international supply chain.

BOARD MEMBER AT 'KASPARD' - KAPCARE S.A. (06/2019 - ...):

Medical equipment intended to better accompany the elderly after a bed exit in medical institutions.

BOARD MEMBER AT DERPA S.A. (07/2015 - ...):

Tailor-made furnishings for Indoor Spaces.

CEO AT BODART & GONAY S.A. (09/2015 – 08/2016):

Business recovery mission (75 persons / 8 million €):

- Cash Management
- Development of a business model radically refocused on customers, their needs and offer suitable products.
- Initiation and management of a judicial reorganization with transfer of activities.

CEO (A. I.) AT KEWLOX S.A. (02/2015 - 08/2015):

Business recovery mission (45 individuals / € 4 million) on behalf of Sogepa (Public investment fund):

- Cash Management
- Causes of the problem analysis and proposal for a new suitable business model
- Creation of a business plan and negotiations with private and public investors

MANAGER AT VISO MANAGEMENT AND PARTNER AT CAP NETWORK (2013 - ...):

- Strategic and operational management for SMEs
- Performance improvement Missions.

CO-CEO AT VERVLOET S.A. (2010 – 2013):

- Business recovery (35 employees / 3.5 mio €).
- Strategic development of the profitability of the business :
 - growth of gross margin from 70% to 80% of turnover
 - growth of net income from -10% to +8% of turnover

MANAGING DIRECTOR AT ATELEC S.A. (2008 – 2010):

- In charge of company's profitability (80 employees / 6 mio €)
- Set-up of an ERP software (Navision), ISO 9001 and OHSAS 18001 implementation and certification.
- Conducting an in depth company restructuring; managing a judicial reorganization, a transfer of activity and a bankruptcy.

PRODUCT & PROCESS MGR. AT DONALDSON EUROPE (01 – 07):

Leading a BPM program (Business Process Management) of the EMEA 'gas turbines' business unit's.

PROJECT ENGINEER AT TRACTEBEL & FABRICOM (1998 – 2001):

Automation projects in Flanders (power plant) and in Germany (refinery)

Training

- *Board Effectiveness* (Guberna – 2016)
- Certificate in "Redressement d'entreprises en difficulté » (ICHEC Entreprise - 2013)
- *SME acquisition* (Sowaccess - 2013)
- Self-training: BusinessModel Canevas, 5S, Lean startup, ISO 9001
- *Business Management of SME* (ICHEC PME – 2008/2009)
- *Industrial Engineer in electro-mechanics.* (ECAM - 1998)

Languages

(Competency from 1 to5, 1 being the highest level)

Languages	Read	Spoken	Written
French	1	1	1
Dutch	2	2	3
English	2	2	3

Sectors

Industry - Energy - Pharmaceutical - Luxury – Aerospace - Building / Decorating - Retail - Food - MedTech.

References

Tractebel - Fabricom - Donaldson - Sonaca Aircraft - Atelec - DRM - Vervloet - Kewlox - Bodart & Gonay - ADMI - MJL Pyckaert - Mathysen - Di - Les jardins de Kampana - Le Cabas du Moulin - l'Epicure – Delbart.

Inspiring quotes

« A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty! »

(Winston Churchill)

« Shoot for the moon. Even if you miss, you'll land among the stars! »

(Oscar Wilde)