



# Luc Coussement

Senior Manager

- Experienced, customer & ROI-driven senior manager, offering 30+ years of wide-array of transferable skills in strategy & business development, digital transformation creation, commercial & key account management, customer experience, communications and change management
- Fast learner in new environments, cognitive learner and sharp negotiator
- Highly effective in developing commercial relations, based on long term commercial strategy, and in building solid network communities
- Practicing an emotional & collaborative leadership style, engaging top to basis with passion and ownership
- Inspirational keynote speaker and workshop facilitator
- Knowledgeable in Net Promotor Score frameworks, customer experience - implementation, commercial negotiating, contracting and active lobby
- Worked in an international environment over +35 countries and speaks fluent Dutch, French and English

**PROFILE:** People Manager | Emotional & Visionary Leader | Change Facilitator & Negotiator | Professional Communicator | Inspirational Keynote Speaker and Networker | Customer Oriented Manager | Creative & Entrepreneurial Senior Manager | Passionate, Energizing collaborator

## WORK EXPERIENCE & ACHIEVEMENT

Senior Management Services | 2020 – present

### Independent Start-up

Helping Companies in transforming their businesses and implementing the required change in customer centricity, commercial strategy and business development.

ABTO vzw | 2017 – 2020

### President of the ABTO Board

Zaventem, Belgium | May 2017 – Sept 2020

- ✓ The Association of Belgian Travel Organizers is a community for Travel Professionals, defending the interests of its members, representing 85% of the Belgian Travel Organizers and representing 1,5bn€ turnover in organized travel

TUI Destination Experience | 2015 – 2020

### TUI Key Account Director

Palma, Spain | Mar 2018 – May 2020

- ✓ Established an interactive key account relation with our internal markets, representing 13,5mln customers.
- ✓ Transformed internal matrix relation into commercial B2B framework through internal SLA's, commercial plans and installing "pay-per-use" model

### Guest Experience & Service Design Director

Palma, Spain | Mar 2015 – Mar 2018

- ✓ Challenged existing organizational structures by creating the European service delivery for all TUI Markets
- ✓ Leading the Digital transformation of a human-savvy service delivery organization
- ✓ Designed state of the art Service delivery for European travellers, based upon customer research and Customer Experience principles
- ✓ Hit a +8/10 Guest Satisfaction, NPS from 35 to +65 and people engagement from 6 to 7,5
- ✓ Ensured service delivery through +7000 colleagues, over +35 countries for 13,5mln Guests

## AREAS OF EXPERTISE

Strategic Business Development  
Strategy Creation & Implementation  
Customer Experience Management  
Digital transformation  
Commercial & Key Account Management  
Group Oriented Leadership  
Team Leadership & Collaboration  
Change & Project Management  
Event & Travel Organization  
Inspirational Keynote Presenter  
Call Centre Management  
Diplomatic and Commercial  
Community Networking  
Political Lobby & Association

## LANGUAGES

Dutch – Fluent  
English – Fluent  
French – Fluent  
Spanish & German – Basic

## PERSONAL INFORMATION



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## WORK EXPERIENCE (Continued)

## TUI Western Region | 2012 – 2015

## Director Customer Experience

Oostende, Amsterdam, Paris | Jun 2014 – Mar 2015

- ✓ Created Customer Experience teams in Western Region (Fr-NL-Be)
- ✓ Achieved in 1 year +5 NPS for the Western Region

## Chief Digital Officer

Oostende, Amsterdam, Paris | Jun 2012 – Jun 2014

- ✓ Design and shape E-commerce strategy, its development and digital transformation on Group level, bridging and implementing into the Western Europe Region
- ✓ Delivered state of the art web-design and digital solutions for Western Region boosting our online share > 50%, > 2bn €

## New Media Director Western Europe

Oostende, Amsterdam, Paris | Nov 2006 – Jun 2012

- ✓ Shape the E-Commerce strategy and digital transformation strategy for Western Europe (NL-BE-FR-ES)
- ✓ Create Western Europe Action plan and KPI dash-boards, reporting into the Western Region and the Group Board

## TUI Belgium | 1996 – 2012

## Call Centre Director

Oostende, Belgium | May 2005 – Jun 2012

- ✓ Re-designed the full call centre activities and reset of all definitions, SLA's, Hard- and Software systems and reviewing the functions of +/-150 Call centre collaborators
- ✓ Supported a +35% growth with equal workforce, delivering excellent SLA KPI's; SLA90 +80%, answered calls +95%, churn – 50% and people engagement +65%

## Distribution Director

Oostende, Belgium | May 1999 – Oct 2005

- ✓ Created and implemented the Commercial strategy and real time sales dash-boarding, commercial targets and commercial agreements with our B2B clients
- ✓ Boosted our sales-mix to +50% exclusive products and aligned the B2B commission model with our Companies strategy

## Director Autovakanties

Oostende, Belgium | May 1996 – May 1999

- ✓ Created a new brand called "Autovakanties" and was appointed as Director
- ✓ Achieved 35.000 clients in year one and achieved a positive P&L, hence contributing as per year 1 into our Companies results

## PREVIOUS ROLES

## TUI Belgium | 1989 – 1996

- ✓ Special Events Coordinator
- ✓ Jetaccess Coordinator
- ✓ Call Centre Operator
- ✓ Travel Agent
- ✓ Ticket shop Sales Executive
- ✓ Airport representative
- ✓ Coach representative
- ✓ Tours Group Leader

## EDUCATION

## SENIOR MANAGEMENT TRAINING

TUI Group Academy  
 Leadership techniques  
 Multi-cultural Leadership  
 Mentor & Coach on senior level  
 NPS Net Promotor Score  
 2001 - 2018

BACHELOR'S DEGREE TRAVEL AGENCY  
MANAGEMENT

VIVES  
 Roeselare • Jun 1989

## HONOURS &amp; AWARDS

2018 MAN OF THE YEAR  
TM GALA AWARDS

ABTO vzw  
 TM Award Finalist • Nov 2018

Various consecutive Awards on  
**CALL CENTRE OF THE YEAR**  
**WEBSITE OF THE YEAR**  
**CAR HOLIDAY PRODUCT OF THE YEAR**  
 2000-2015  
 TM Travel Award Finalist