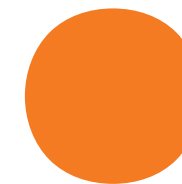




Bruno De Greef



Global Inspiration &
Noble Purpose Institute

Who am I?

After 15 years of strategy consulting with Accenture, I took my responsibilities to get back closer to my dreams and convictions in order to give more purpose and consistency to my life. I decided the other 15 years will be focusing on bringing shared values strategies to boards and management committees. Meaningful work and impact are fundamental to me, together with my family and hobbies. Being the father of 3 children, married since 15 years, make me stronger.

I am passionate and perfectionist, sport addicted, and I get energized through building long term, trusted and authentic relationships with people. I live my life with intensity but I recently discovered the importance of pace: take time to stop and cultivate some distance with the day-to-day through mindfulness.

My 10 words: Value Creation. Impact. Passion. Intensity. Pace. Realism. Pragmatism. Ambition. Balance. Happiness/Fun/Joy. Sport. Sense of Humor.

My values: Excellence. Resilience. Humbleness. Courage. Responsibility. Curiosity. Authenticity/Deepness. Ethics. Performance. Autonomy

BASED

Brussels - Belgium

LANGUAGES

- French (mother tongue)
- Dutch (fluent)
- English (fluent)

EDUCATION

- Master in Applied Economics
- Postgraduate (Msc) in International Business Economics
- MBA in Indian Institute of Management Calcutta (IIMC)
- Board Effectiveness - ongoing (Guberna)
- Continuous education in Digital, innovation, leadership development and Strategy at IMD (Switzerland); Accenture Global Leadership Program (US), Singularity University (NL)
- Windsurf & Sails instructor

My pledge to Mankind, Society & the World.

Why do I do what I do?

The combination of noble purpose definition, strategy design & roadmapping and change deployment at individual, team and organization levels is unique in the market. My role is to help our clients implementing their noble purpose at the core of their strategy. Help them understand how their business and operating models should be redefined to integrate noble purpose in their strategic transformation roadmap that creates sustainable competitive advantage.

How do I want to help?

What expertise do I bring?

By stimulating the emergence of a strong and noble purpose. By integrating and aligning multiple perspectives to reach this purpose. By architecturing complex transformation programs toward organizational high performance. By linking, coordinating and coaching people and teams to efficiently and effectively work together.

What have I realized so far?

Leadership: one of the youngest Managing Directors of a 400k people company, with Global responsibilities in Strategy knowledge development. Global perspectives: MBA in India, Thesis for UN & Thai Royal Family in Golden Triangle (Thailand), worked everywhere in Central Europe, in US, Asia, and South America. Belgian-French nationalities, Led global teams.

Functions: Strategic planning, Organization design, innovation strategy, governance, Digital Strategy, incl. CDO function set-up, M&A, Strategic portfolio definition and restructuring, agile organization.

Experiences fully transversal across departments (from Front to Back and across Corporate Functions, MC and Boards. Industries: Financial Services, Energy (E&G distribution, transport, production and supply), Health and Public Services.

INVOLVEMENT

- Founder of BridgedGaps Strategy
- Advisory board member for Reimagine (Scale-up specialized in Artificial Intelligence)
- Strategic advisor for Solifin (Solidarity Finance JV)
- Active follow-up of Shared Values initiative (Harvard), Stanford Social Innovation publications and Oxford Impact Finance
- Alumni UCL - LSM, Kuleuven, FUNDP, IIMC