

# BIOGRAPHY



## Bruno Vanhaelst

Chief Sales & Marketing Officer

Bruno is Chief Sales & Marketing Officer. His role is to help Segments and Activities to strengthen our client and consumer focus as they develop differentiating offers. He became a member of Sodexo's Executive Committee in July 2018.

Bruno joined Sodexo in 2007 to develop and launch a new global activity, Personal & Home Services. As CEO of this activity, he designed and implemented an entry strategy for Sodexo, focused on Child-care, Concierge Services and Home Care, leading and developing that activity during 10 years in North America and Europe. In 2015, Bruno was promoted as well as President, USA, Benefits and Rewards Services.

During his tenure as Senior Vice President, Marketing, Strategy and Sales Development, Benefits and Rewards Services, Bruno has played an instrumental role in strengthening Benefits & Rewards Services' Marketing capabilities as well as Sales Development approach. Under his leadership, we have gained a comprehensive understanding of Benefits & Rewards Services' stakeholders and markets, enhanced the Digital Marketing competencies, as well as built a new offer roadmap for Benefits & Rewards Services.

Bruno began his professional career within the Marketing department of *Philip Morris International*. From 1991 till 1999, he held several marketing positions in subsidiaries (Belgium/Romania) and in the International Headquarters (Switzerland). He also served as Senior Vice President and General Manager, Eastern Europe, Middle-East, Africa and South Asia for BIC, and moved from Paris to New York in 2003 to become President for *BIC Global Stationary* business.

Bruno is Belgian, graduated from *Solvay Business School* in Brussels. He is now based in the USA.

His hobbies are music, movies, skiing and golf.