

Gaëtan Vercruysse



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Belgium

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Marital Status : married 2 children

Professional Experience

2018 - : **BeNeLux Head of Automotive Financial Services** for BNP Paribas Personal Finance.

Develop synergies on a regional level and establish geographical footprint on the Dutch Market.

2018 - : **Chief Commercial Officer Alpha Credit NV-SA** , a subsidiary of BNP Paribas
Market leader in the distribution of Consumer Financing Products in the Belgian and Luxemburg market.

Coordinating the work of all Business-Line Managers and Marketing Managers

- consolidated book of 9 Bn € Outstanding
- Ensure transformation of the business to fuel a sustainable growth
- Restructure commercial organisation to enable implementation of Agile methodology.

2016 - 2018 : **BNP Paribas Personal Finance**, South Africa, United Kingdom, Northern Europe Community Manager and advisor of the Regional CEO on Automotive Financial Services

Elaborate Regional strategy to develop and expand Business Line across the geographies of the Region in a sustainable way.

2011 - 2018 : **Alpha Credit NV, BNP Paribas Group**, Head of the Automotive Financial Services Business Line.

With an established market-leader position in the automotive consumer credit industry, we propose an efficient alternative to our automotive partners (OEM's, importers and dealers) for the establishment of their own captive finance company in a complex market, by offering a wide range of products of Consumer Credit and beyond.

2003 - 2011: **BMW Financial Services Belgium NV**, Commercial Director

Design and roll-out of the commercial strategy for the captive financial services company of the BMW Group in Belgium and Luxemburg

Gaëtan Vercruysse

2000 - 2003: BMW Asia Pte Ltd (Singapore), Manager Financial Services New Markets Asia

- Project Leader to the establishment of BMW Financial Services South Korea Ltd
- Project Leader to the establishment of BMW Financial Services Thailand Ltd
- Development of Market studies on Automotive Consumer Credit and Banking Sector in People's Republic of China and Malaysia
- Establishment and Development Private Label Agreements for the distribution of BMW Financial Services products in Hong-Kong, Indonesia and the Philippines

1996 - 2000: BMW Financial Services Belgium NV-SA,

Various positions

1996: Locadif NV-SA part of General Electric Group

Education

2022, HEC Paris, Executive Short Certificate "Data for Managers"

1995, Master in Applied Economical Sciences, Facultés Universitaires Catholiques de Mons (FUCAM), orientation in Financial Management, grade: « Distinction »

1993, Bachelor in Foreign Trade, Ecole Pratique des Hautes Etudes Commerciales (EPHEC),

Languages

French:	First Native Language
Dutch:	Second Native Language
English:	Fluent spoken and written knowledge
German:	Fair spoken knowledge and written knowledge