

David Hachez

Entrepreneur, Freelancer, Digital Transformation, Customer Experience, E-commerce, Digital Marketing, Project Management

dh@theafter.be

Summary

During my 18+ years professional experience in the internet industry, I have worked in the media (Microsoft, Rossel), in web agencies (LBi), in media agency (Mediaedge:cia), in creative agency (Duval Guillaume) for local and international accounts; I also worked in start-ups (DVDPost, Musescore) and start-ups support initiatives (Solvay Entrepreneurs).

As an entrepreneur, I co-founded start-ups myself. In 2008, I co-founded redstorm, a digital agency leveraging Ruby on Rails technology to businesses. In 2009, I co-founded Raz*War, the first shaving-as-a-service start-up in the world. In 2014, I co-founded Emolytics, a UCL spin-off company, delivering insights to companies based on customers emotions.

As a digital passionate willing to share knowledge, I regularly give lectures in business schools: ICHEC, IHECS, EFP, ECS Brussels, Solvay Brussels School and CREA Genève.

My specialties are Business Management, Product Management, Project Management, Branding, Marketing & Sales, E-commerce, Digital Marketing, Social Media, Creativity, Innovation, Business Development, Communication, Media Planning, User Experience, Customer Experience, Coaching & Teaching

I graduated from IHECS in marketing & advertising back in 1998 and I own an International Executive MBA from the Louvain School of Management (UCL) since 2013.

Experience

Project Manager at UITP

June 2017 - Present

Managing the development of a corporate social network aimed at 20,000+ members of the International Association of Public Transport (UITP) using innovative technology

Founder at The After

November 2007 - Present

Here are the basic ingredients of my consulting practice : Business Development & Management, Entrepreneurship, Social Media, Marketing, Coaching & Teaching, Brand strategy, E-commerce, Search Engine Marketing and Web Analytics.

The After, Sharing Elevates.

Administrator at BMMA - Belgian Management and Marketing Association

2012 - Present

Being an active administrator at BMMA means to engage with top marketers in Belgium and promote the benefits of a human approach in the marketing practice

Lecturer : User Experience at Ihecs - Haute Ecole Gallilee

September 2016 - Present

Delivering a complete course about User Experience to Master 2 students including notions such as User Experience Design, Usability, Prototyping, Customer Journey Mapping, Persona creation, User testing and many more.

Project Manager E-commerce at Confiserie Leonidas S.A.

February 2017 - June 2017 (5 months)

Helping the sales and marketing teams to launch an e-commerce project in Asia

Administrator at FeWeb

2011 - January 2017 (6 years 1 month)

Being a Feweb administrator means to support all web professionals to become more professional as well as better engaged with the reality of all businesses (from SOHOs to large companies)

CEO & Co-Founder at EMOLYTICS

July 2012 - September 2016 (4 years 3 months)

Emolytics (a technology spin-off company from UCL) measures the customer experience through the prism of emotions, scientifically, and helps companies to take informed decisions that impacts business results.

Lecturer : Social Media & Community Marketing at CREA Genève

October 2015 - June 2016 (9 months)

Providing insights, tips on tools and in-depth reflections about the strategies and related tactics on social media to marketing professionals

Lecturer : E-Marketing at EFP-BXL

January 2015 - June 2016 (1 year 6 months)

Building a complete course around the basics of E-marketing applied to an e-commerce project

Lecturer : Digital Marketing, Search Engine Marketing at STIMA

2011 - December 2015 (5 years)

Lecturer : Web Analytics, E-Commerce, Community Management at ECS Bruxelles - European Communication School

February 2012 - September 2015 (3 years 8 months)

Lecturer : E-Commerce at Solvay Brussels School of Economics and Management (SBS-EM) - ULB

September 2012 - March 2015 (2 years 7 months)

Lecturer : Web Analytics, E-Commerce, Community Management at ICHEC-Entreprises

2011 - March 2015 (4 years 3 months)

Lecturer : Social Media, Web Business at Solvay Entrepreneurs

2011 - March 2015 (4 years 3 months)

Business Development at MuseScore

January 2013 - June 2013 (6 months)

I am helping the team to develop the business of MuseScore - a free musical notation program for OS X, Windows and Linux (and mobile platforms).

My main mission is to activate the brand and to make sure Musescore.com turns into a profitable and sustainable business.

Project Manager at Solvay Entrepreneurs

July 2012 - January 2013 (7 months)

My challenge is to coordinate the complete set-up of a web portal that would provide content aimed at Innovative New Firms (part of the ESEE-Valorisation recherche 2). This project will benefit from the support of 3 leading Belgian Universities (HEC Liège, UCL LSM, Solvay Brussels School).

Mentor at The Founder Institute

April 2011 - October 2012 (1 year 7 months)

As an entrepreneur I try to share my learnings with the community about : naming & branding, presentation skills, marketing for startups and other tips & tricks all entrepreneurs might need.

Co-founder & Raz*War Evangelist at Growth Bridge

January 2009 - June 2012 (3 years 6 months)

As a co-founder I participated in the creation of the Raz*War brand (www.razwar.com) at all levels : People Management, Marketing strategy, Product development, Communication strategy, Sales negotiation, Suppliers relationship, Business development, Brand management and all the administration that comes with the package ;-)

Co-Founder at redstorm

March 2009 - December 2010 (1 year 10 months)

Redstorm is a web development company located in Brussels, Belgium. We have many years of experience in the IT field, in big projects, inhouse developments and custom solutions. We build, host and maintain web applications using the Ruby on Rails framework.

Co-Founder at Naturesca

October 2008 - December 2010 (2 years 3 months)

Making Consumers and Farmers engage again. Shopping locally & Acting locally help globally.
(On hold project)

Marketing & Web Strategist at DVDPost

October 2008 - November 2009 (1 year 2 months)

As a consultant I advice the marketing team on appropriate decisions to take in the field of: Social Media Management, SEA, SEO, Online media planning & buying, Customer Relationship Management, Web Analytics, User Experience on the existing and future online platforms (www.dvdpost.be) and Marketing KPIs set up & follow up.

Connection Strategist at Duval Guillaume

May 2006 - September 2008 (2 years 5 months)

My main mission was to develop innovative media and communication strategies for major clients of the agency making the best use of new media platforms and new marketing techniques. (www.duvalguillaume.com)

Media Strategist at Microsoft

November 2003 - May 2006 (2 years 7 months)

As the strategic planner for the MSN Belgium sales team i am acting as a coach to our sales force in order to bring them the best understanding on the business and the evolving society we are living in. I also help the sales people to develop great and creative solutions for our customers. (www.microsoft.com)

Previously to that, as account manager my mission was to develop business partnerships with key advertisers from the TOP 1000 in Belgium.

Digital Strategist at Mediaedge:cia / WPP

October 2000 - October 2003 (3 years 1 month)

I was responsible for developing the online advertising department of this media agency and educate the clients about the benefits of interactive media. (www.mecglobal.com)

Online marketer at DAD / LBi Belgium

May 2000 - October 2000 (6 months)

I was responsible to develop the online marketing department and also managing key existing accounts of this web agency (www.lbi.com)

Internet Account at Rossel

June 1999 - May 2000 (1 year)

As a sales representative my mission was to offer the best online media solution to top 1000 advertisers for their first step in the online advertising. I was working for different publishers such as De Tijd, L'Echo, Le Soir, Roularta and the Yellow Pages (Truvo)

Education

Louvain School of Management

International Executive MBA, Business Administration and Management, General, 2011 - 2013

IHECS

BA, Applied Communications (Marketing & Advertising), 1994 - 1998

Jazz Studio

Jazz, 1998 - 1999

Don Bosco

high school, Latin - Math, 1985 - 1993

Syntech Brussels

Certificate, Music Business, 2002 - 2002

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[Contact David on LinkedIn](#)