

About Ann Galland

In 2009, after 23 years of different leading marketing positions in international companies, Ann set up her own company. Galland.be is a management consultancy agency that develops authentic customer-centric marketing strategies, to create sustainable growth based on customer value.

Because she strongly believes that "keeping your customers happy in a profitable way" is the best business strategy of all, Ann has developed a relationship marketing approach and an experience marketing model that can easily be put into action, both in a B2C and a B2B environment.

Galland.be has customers in different markets, such as high tech, pharma, design and education, to name but a few. More details on Ann's beliefs, business offering and achievements, can be found on www.galland.be.

"The past is prologue"

From 2002 till 2008, Ann Galland was Global Director Marketing at Barco at Group level. Barco is a world technology leader in visualization products with presence on all continents and in a wide range of sectors that each have their own sales channels (direct/OEM/system integration/distribution).

In this function, she strategically strengthened the marketing function through setting up an effective and cost-conscious global marketing department with worldwide responsibilities (overall global marketing strategy, brand development and acceleration, customer relation management, eMarketing (internet, secure extranet & online customer experience), marketing ROI). She built strong global brand recognition in all international markets the company is active in, through streamlining and bringing consistency in the marketing processes worldwide. In addition, a dedicated China marketing team was set up in Shanghai & Beijing, leading the company to superior business results in that area of the world.

From 1996 till mid 2002, Ann Galland was Director Marketing and Communications for the display solutions division of Barco. In this international position, Ann had the overall responsibility for the marketing and communications strategy and operations in Europe, North America and Asia. Ann Galland was also official spokesperson for this division.

Prior to joining Barco, i.e. between 1986 and 1996, she held various marketing positions in large international companies such as Dow Chemical, Fortis and Wang Computers, thus gaining a wealth of experience in both consumer and B2B marketing.

Education

Ann Galland graduated in 1986. She holds a master degree in translation and interpreting (English-French) and has a post-university degree in Spanish (Universiteit Gent). She took a wide variety of postgraduate training programs in both marketing and general management (e.g. Vlerick Management School, CEIBS Shanghai, Insead and London Business School).

Awards and publications

In 2003, Ann Galland has been elected as a Fellow of the Hoghehuvelcollege of the University of Leuven. She won several awards, among which "Best Website of the Bel-20", "Best Annual report of the Bel-20", and "Best medical imaging Ad worldwide".

Her strategic marketing vision and branding strategy have been published as case studies in international publications such as "Marketing Management, de Essentie," by Philip Kotler and Kevin Lane Keller (2007), and "Marketing Communications," by Patrick De Pelsmacker, Maggie Geuens & Joeri Van Den Bergh (2007).

About Galland.be

Galland.be is a consultancy agency that develops authentic customer-centric marketing strategies, to create sustainable growth based on customer value. We are convinced that experiences that engage your customers in a personal and unique way are the foundation for future sustainable growth.
