

# About Geert Van Couteren

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Geert Van Couteren joined Galland.be as eMarketing consultant in 2010. Galland.be is a management consultancy agency that develops authentic customer-centric marketing strategies, to create sustainable growth based on customer value. Geert's mainly focuses on the creation of customer experiences online and supports companies in the shift from company-centric thinking towards customer-centric thinking. For more details, take a look at [www.galland.be](http://www.galland.be)

## **"The Past is Prologue"**

From 2002 till 2009, Geert Van Couteren was eMarketing manager of the Barco Group, and responsible for all Barco websites worldwide. This included the overall on-line strategy, based on the evaluation of internal and external requirements, visitor satisfaction research and actual on-line visitor behavior (Web Analytics); the coordination of IT requirements for the website (operational and development) and requirements related to the on-line presence of Barco in other functional domains (Service, HR, Sales,... )

During this part of his career, Geert was also project manager for the first Customer Loyalty Measurement at Barco and was part of the marketing team responsible for the rebranding of Barco.

From 1998 till 2002, Geert Van Couteren was webmaster at Barco on a divisional level and responsible for the first password-protected website for dealers of the company worldwide.

## **Education**

In 1998 Geert Van Couteren graduated as "Licentiaat in de Productontwikkeling" (Master Industrial Design) in Antwerp. These studies have been instrumental for developing problem solving skills, and combining technologic understanding and creativity. Afterwards he obtained a post-university degree as Master in Multimedia & Virtual reality at "Groep T" (Leuven) and completed the International Management Program at the Vlerick Leuven-Gent Management School.

## **Awards & publications**

In 2009, Barco was used by Google as a reference case on how to use search engine advertising in a B2B environment. In 2004, Barco was evaluated to be the best indexed BEL-20 company on Google by De Standaard, and was also elected as the best website for financial information by the Belgian federation of Financial Analysts.

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## **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.*

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