

# Benoit Strauven

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## Senior Leadership Catalyst

*Extensive leadership experience in Europe, USA, Asia and Africa*

*Strong believer in authenticity, co-creation, mutual respect, curiosity and accountability*

*Humbly driven to create sustainable impact for senior leaders facing complexity*

## Expertise & Focus

*Supporting senior leaders in personal, organizational and strategic development*

*Creating clarity, alignment and momentum in leadership teams on complex strategic matters*

*Discovering and solving hurdles in team dynamics*

## My Career

### Founder at The Leaders Ship

2024 - Present

- Unique personal and professional leadership development for CxO
- Sea sailing adventures with structured approach to impactful and sustainable growth

### Coaching - Advisory - Interim Management

2016 - Present

- Chairman and board services - Executive coaching and mentoring - Strategic advisory - Interim CEO/CFO
- Supporting and inspiring ambitious leaders on strategy, finance and organization

### CEO at Floréac Group

11/2021 - 10/2023

- CEO of a leading horticultural trading company with Belgian and Dutch entities: 108 m€ turnover
- Member of the Executive Team of the Dutch holding company 'Plantify Partners Europe': 400 m€ turnover

### CEO at Matermaco Group

12/2015 - 03/2020

- CEO of a leading agricultural machinery distributor with Belgian and African entities: 75 m€ turnover
- Member of the Executive Team of the Dutch holding company 'Mechan Holding': 230 m€ turnover

### CEO at van Hoorebeke Timber Group

05/2010 - 11/2015

- CEO of a leading timber importer with Belgian and French entities: 60 m€ turnover
- Joined as interim CFO in 2010, became CEO in 2013. Served as non-executive director until 2023

### Interim Management Projects

07/2007 - 04/2010

- Co-CEO at Nash Andrea. Restructuring under bankruptcy protection. Outsourced production to India
- CFO at Genesis Technologies, active in 4 countries. Focus on daily operations & ERP implementation

### Senior Consultant at Boston Consulting Group

01/2005 - 07/2007

- Strategy and implementation projects in a variety of industries
- First based in South-East Asia, then in Belgium

### Various global sales and sales management positions at Barco

09/2001 - 12/2004

- Expatriated first to Atlanta, USA then Beijing, China
- Commercial leadership roles in the LED (out-of-home media) and projection (home cinema) markets

***I coach, consult, and challenge  
senior leadership individuals and teams  
to achieve their best, boldest work.***

## **Board of Director**

### **Non-Executive Chairman**

- CYAGO: production and engineering of industrial drying solutions 2020 - present
- Briam Group: production and engineering of industrial silo's 2021 - 2024

### **Non-Executive Director**

- Ets. Freddy Baines: global trade of dairy products 2021 - present
- van Hoorebeke Timber Group: global trade of timber for industry and construction 2015 - 2023
- Fedagrim: Belgian federation of agricultural machinery distributors 2016 - 2020
- Manège Dennenhof: non-profit offering hippotherapy to disabled children 2011 - 2018
- BeLuxCham Malaysia: Chamber of Commerce 2005 - 2006

### **Executive Director**

- van Hoorebeke Timber Group: global trade of timber for industry and construction 2010 - 2015
- Matermaco Group: Belgian-African distributor of agricultural and industrial machinery 2016 - 2020

## **Advisory Board**

### **Chairman**

- Conhexa: transport and logistics of fresh and frozen food 2025 - present
- Qualitec: outsourcing of technical staff 2024 - present

### **Member**

- Vlerick Business School alumni: a network of +25.000 professionals worldwide 2020 - present
- Provet: regional market leading network of veterinary professionals 2019 - 2021
- Interimat: rental and sales of construction equipment 2018 - 2021
- Axon Group: industrial air and water treatment solutions 2016 - present
- Geldof Recycling: industrial production of wooden pallet blocks solutions 2016 - 2017

## **Coaching and Facilitation**

### **Individual coaching**

- A **thinking partner** for senior leaders who face complex systemic challenges
- Guiding them from clear thinking to clear decisions and powerful action
- +500 hours of individual work, both physically and virtually
- +50 clients, incl. listed companies, multinationals, and several leaders in their industry
- 2/3 of my work is with CEO's, Owners, Partners – 1/3 with other CxO

2016 - present

### **Team facilitation**

- A **catalyst** for leadership teams on strategy, vision, culture, communication, trust, ...
- Always combining relational dynamics and commitment to strategic actions
- International client base in Europe and Africa
- References include top-tier consulting firms, government branches, PE buy & build, ...

2019 - present

## **Keynote speaking**

### **"60+ Knots in the Roaring Forties: Leadership tested in the Southern Ocean"**

- A story on resilience, leadership, team dynamics and strategy in an ocean sailing race
- Fundamental lessons on what makes a team win ... or come dead last.
- Clients include Vlerick Business School, company leadership teams, and non-profit

2024 - present

## *A bit more about me*

### Education

#### MIT Sloan School of Management (virtual)

- Artificial intelligence: Implications on Business Strategy 2024

#### TPC Leadership (Belgium, Netherlands, UK, Italy)

- Masterclass in Developmental Coaching 2025
- Executive Coaching Practitioner: certified program for EMCC & ICF accreditation 2019 - 2020
- Coaching Development Centre 2020

#### Vlerick Business School (Belgium)

- Advanced Management Program 2014 - 2015
- Inspirational Leadership 2015

#### Darden Graduate School of Business - University of Virginia (USA)

- Exchange program at 2<sup>nd</sup> year MBA 2000

#### Faculty of Chemistry - Université Libre de Bruxelles (Belgium)

- First year, in combination with 3<sup>rd</sup> year at business school. Magna Cum Laude 1998 - 1999

#### Solvay Brussels School of Economics & Management (Belgium)

- Solvay Business School - Master 'Business Engineering'. Cum Laude 1996 - 2001

#### Onze-Lieve-Vrouwecollege - Antwerp (Belgium)

- Greek-Science, Magna Cum Laude, Valedictorian 1996

### Miscellaneous

#### Volunteering, awards and achievements

- Mentorship of entrepreneurs via VOKA and Vlerick Business School 2020 - 2022
- Alumnus and Member of the jury of the Prince Albert Fund
- Winner of the 2011 Financial Media "Best Finance Team" as CFO at VHO Timber

#### Languages

- Dutch, French, English Fluent
- German Conversational
- Italian, Norwegian, Mandarin Very rusty

#### Hobbies

- Being outdoors: coastal and offshore sailing, enjoying a ride on a motorbike, camping, golfing
- Healthy mind in healthy body: a nice run or workout at the gym, and an endless pile of books

### Sabbatical

11/2023 - 01/2024

- Watch-leader in the 'Clipper Round The World Yacht Race' in the Southern Ocean
- Racing 4.200 nautical miles from Perth to Airlie Beach, Australia; raising funds for UNICEF