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 and cultural transformation

My Career

Partner at TPC Leadership & Culture — 2020 - Present

- Leadership support and cultural transformation with impact for larger organizations
- Associate since early 2020, partner for BeNeLux since 2026. Part of global AI Taskforce

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 Directors

Non-Executive Chairman

- CYAGO: production and engineering of industrial drying solutions — 2020 - 2025
- Briam Group: production and engineering of industrial silos — 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

- Koddaert: trading and transformation of steel — 2025 - present
- Vlerick Business School alumni: a network of 25,000+ professionals worldwide — 2020 - 2025
- Provet: regional market leading network of veterinary professionals — 2019 - 2021
- Intermat: rental and sales of construction equipment — 2018 - 2021
- Axon Group: industrial air and water treatment solutions — 2016 - 2025
- Geldof Recycling: industrial production of wooden pallet blocks solutions — 2016 - 2017

Coaching and Facilitation

Individual coaching — 2016 - present

- A **thinking partner** for senior leaders who face complex systemic challenges
- Guiding them from clear thinking to clear decisions and powerful action
- 2/3 of my work is with CEOs, Owners, Partners – 1/3 with other CxO

Team facilitation — 2019 - present

- A **catalyst** for leadership teams on strategy, vision, culture, communication, trust, …
- International client base in Europe and Africa
- References include top-tier consulting firms, government branches, PE buy & build, …

Keynote speaking

"60+ Knots in the Roaring Forties: Leadership tested in the Southern Ocean" — 2024 - present

- 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

A bit more about me

Education

Systems thinking and system dynamics: working sessions with like-minded enthusiasts
- Facilitated by Jos De Neve, founder of the Cognitive knowledge lab — 2025 - 2026

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, second-year MBA — 2000

Faculty of Chemistry - Université Libre de Bruxelles (Belgium)
- First year, in combination with 3rd 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