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## **Curriculum Vitae**

**Name:** Peeters Rudi

**Studies** University Leuven: Science and Computer science  
Others (Marketing, management trainings,...)  
KBC-University

### **Work experiences**

2021 CEO vandersanden

2011 Senior General Manager, CIO/CTO KBC Group  
Chairman of KBC Innovation Board

Board member Group

Board member Intesa

Advisory Board Dicar

President of advisory Board Van Havermaet group

Board member Omnia Travel (ended)

Guest Lecture Executive class Londen Business school (ended)

Lecture on KBC-University (organization, architecture, blockchain) (ended)

Board member/ shareholder of Connexio (Start-up) (ended)

Key note speaker on different topics  
(Change, smartsourcing, Disruption, innovation, Network  
organization, Big data/AI, Customer centricity, Blockchain....)

2010 General Manager strategy 2014 KBC Group

2006 General Manager Marketing KBC

2005 General Manager strategy next KBC Group

2004 General Manager E-business and special advice KBC Group

2001 General Manager E-business (B2B, B2C, B2E, B2G) KBC Group

1998-2001: General Manager Distribution Channels ICT KBC

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1997: Manager IT Competence Centers CERA Bank

1997: Belgium ITC manager of the year  
(Information, Technology, Communication) Large enterprises

1990-1997: Officer Electronic Banking CERA Bank

1988-1990: Officer Regional plant of CERA Bank

1986-1988: Infocenter Consultant CERA Bank

1984-1986: Assistant University of Leuven  
Biometrics (statistics) setting up practicum for master of sciences

### **Skills**

Experience in (digital) transformation, strategy building and implementation, change management

Commercial feeling

Linking commercial needs and (new-)technologies.

Experience in implementation of new technologies

Strong teambuilding and motivation skills

Presentation and selling skills

Human relation management experience

### **Languages:**

Dutch: mother tongue  
English: talking good, writing medium  
French: understanding  
Italian: medium  
German: understanding