

Glenn Wastyn

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I help to create, redesign and support market leaders through business transformation and strategic business development

Senior Global Executive with experience in sales leadership, business development and solution selling for B2B, change and crisis management, as well as strategic commercial turnarounds for businesses of all sizes.

I have successfully created, led, grown and transformed companies of all sizes, in various roles, divisions and regions. My expertise in bridging European and American entities, as well as my experience in APAC and the Middle East, lend itself to a globally open and conscientious mindset.

I am a creative thinker, consummate innovator, critical and thoughtful strategist, motivating and driven leader and acclaimed public speaker. I believe in open dialogue and lead by example.

Highlights

- Grew GlobEvents from start-up to market leader with 9,000 customers and 3M€ turnover in 7yrs.
- Grew Barco's Digital Cinema unit from 13€ to 45M€ in 4yrs.
- Negotiated and signed largest single deal at Barco at the time for 25M€
- Commercial Transformation (350M) and rightsizing of BCD Travel SW Europe (1.1B) in 2yrs.
- Founded start-up GVN, defined and built product up to GDS distribution partnership in 4yrs.
- Re-start EU development for Prysm; successfully up to 3.2M€ in 1year

Experience

VP Europe at Prysm Inc.

July 2014 - Present

Build and manage Prysm's European sales, marketing and field operations to maximize market share, profitability and customer satisfaction. Translate the vision and mission of the organization into actionable, quantitative plans and drive sales opportunities to closure, leading to 800% YOY growth in 2015.

President & CEO at Global Videoconferencing Network NV

April 2011 - December 2016

Founder & CEO of Global Videoconferencing Network (GVN), provider for end-to-end videoconferencing services integrated with the travel industry's booking processes. Product development, direct e-commerce and indirect channel strategy led to a major GDS agreement in 2014 for European distribution rights.

Managing Director at GR&AT bvba

January 2011 - Present

Founder & MD of GR&AT, a management agency focusing on business development, strategy consulting, change and crisis management. Roles can involve interim management positions, external consulting, board advisory functions as well as start-up support and investments.

VP Belux – VP Supplier Relations SW Division at BCD Travel

July 2010 - January 2011

As part of the Divisional Leadership Team (DLT) for the South/West European Division successfully managed and profitably grew 1.1 B€ in sales with 3.2 million transactions from 80 locations. Within my divisional Supplier Relations team, I oversaw the national 1st tier negotiations (Air, Car, Hotel and Train) and changed the passive negotiation model into an active commercial marketing-service model.

Commercial Director Beux & Director Supplier Relations Benelux

Board member Benelux at BCD Travel

September 2008 - July 2010

Change management of corporate culture from closed and authoritarian model to open and transparent collaboration in Belux. Transformed all-in commercial service model (350M) to a value-based services menu services at the start of the financial crisis to absorb price pressure from the crash in demand for business travel. Elected Chairman of the Belgian Travel Organization (BTO) by the industry leaders.

Business Director Architectural at BARCO

February 2008 - August 2008

Start-up Architectural business unit. Successfully defined market space, strategy and product solutions based on customer and competitive analysis matched with existing technology platforms within Barco.

Market Director Digital Cinema at BARCO

August 2004 - January

Start-through Digital Cinema business unit with global commercial and strategic responsibility. Expanded business from 13M€ to 45M€ in 4 years from Europe and the USA into China, South Korea and India. Negotiated and closed the biggest single deal at Barco (25M€) in China and a 3M€ break-through deal in USA. Setup 2 OEM partnerships with 2 leading cinema projector companies: Kinoton (DE) and Cinemeccanica (IT)

CEO at GlobEvents

October 1995 - 2002

Co-founded GlobEvents events agency and tour operator. As GM, I was responsible everything except sales. Grew company from start-up to market leader with over 9000 travelers and 3M€ turnover.

Skills & Expertise

- **Start-ups & Business Development**
- **Executive Management**
- **Business Strategy**
- **Intercultural Negotiation**
- **International Sales Management**
- **B2B Strategic Partnerships**
- **Public Speaking & Presentation**
- **Languages:**
 - Dutch** (Native speaker)
 - English** (Bilingual proficiency)
 - French** (Professional proficiency)
 - German** (Basic working proficiency)
 - Spanish** (Elementary)

Education

China Europe International Business School (CEIBS)

Doing Business in China, 2006 - 2006

Vlerick Leuven Gent Management School

I-MBA, International Master of Business Administration, 2003 - 2004

Tavistock Institute

Leicester Conference, 2003 - 2003

University of Leuven

Organisational Psychology, 2002 - 2003

University of Leuven

Master, Applied Economic Sciences, 1990 - 1995
