



Johnny Waterschoot

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WORK EXPERIENCE

1 NOV 2024 Bruges, Belgium

SENIOR DIRECTOR REVELX

RevelX is a strategic consulting firm specializing in driving growth through innovation and digital transformation. With a strong focus on strategy development, innovation processes, and implementation, RevelX helps organizations achieve sustainable success.

As Senior Director, I lead efforts to expand RevelX's presence in Belgium by building client relationships and executing high-impact projects tailored to the needs of Belgian (and international) businesses.

1 NOV 2024 Zele, Belgium

STRATEGIC ADVISOR, STRATEGY & MARKETING THE COLLECTIVE CONSULTING

The Collective Consulting is the trusted partner for companies that prioritize cybersecurity, specializing as a Microsoft Gold Partner in Security, Compliance & Identity, Endpoint Management, and Cloud Infrastructure.

In my role as a strategic advisor, I drive the company's growth by shaping its marketing strategy, identifying opportunities for market expansion, and strengthening its position as a leader in cybersecurity and managed services.

1 NOV 2016 – CURRENT Brussels, Belgium

MENTOR KBC START IT

Mentoring young companies with their go to market strategy and finding investments as part of the Start it @KBC accelerator.

Start it @KBC is an accelerator programme that supports and promotes innovative and scalable entrepreneurship. Representing around 550 start-ups, it is the largest start-up community in Belgium.

2 FEB 2020 – 6 SEP 2024 Antwerp, Belgium

WAVESPAVE LEAD - ANTWERP WAVESPACE / EUROPE WEST WAVESPACE VENTURESPACE LEAD EY

I manage the Antwerp wavespace team and facilitate corporate innovation sessions in EY wavespace™, a global network of growth and innovation centers designed to help businesses navigate the Transformative Age. In these creative and collaborative workspaces, multidisciplinary teams focus on the challenges and opportunities presented by disruptive technologies and emerging digital trends, and offer clients a choice of immersive experiences to position their teams for radical breakthrough. As a lead experience designer I design the workshops and experiences for our clients, and also conduct the actual sessions as lead facilitator.

The EY wavespace™ in Antwerp is particularly focused on open innovation and collaboration between corporates and start-ups. We facilitate projects in all innovation phases: from ideation, concept, prototype and co-creation to showcasing a project. We offer clients access to essential expertise and knowledge in the field of open innovation and co-creation with startups & scale-ups, next to specific technologies such as Cyber security, Data & Analytics and emerging technologies such as Robotic Process Automation and Blockchain.

EY wavespace Venturespace serves as an accelerator or incubator for clients. It standardizes the process for ideating, incubating, launching growth-focused products / services / businesses. Foundry leverages workshop-based approach along with design thinking, lean startup and agile methodologies. Leveraging our in-depth industry knowledge and alliance partnerships, Foundry plays an incubator or accelerator role to help you at all points of your innovation journey. Foundry provides access to new capabilities, alternative capital funding options and access to a robust approach to quickly develop new ideas, incubate, go to market and then scale up.

INNOVATION ENABLER - SENIOR MANAGER EY

The Factory is driven by innovation & intrapreneurship and innovates EY and its customers from within, in a sustainable way, on a continuous basis. Within EY The Factory, I apply my expertise and knowhow in the following areas:

- **Corporate Innovation:** acting as the go-to partner for corporate innovation related projects and programs. This can be innovation bootcamps to bring new insights to customers, but it also includes facilitating cooperation between start-ups and corporate customers through Launchpad meetups, hackathons and co-creation trajectories.
- **Startups and Scale-ups:** I advise and work with startups and scale-ups as part of the EYnovation program. EYnovation is our way of investing in the future of young and ambitious entrepreneurs, where we guide startups and scaleups through all their growth stages with strategic, legal and financial expertise. Examples are supporting start-ups and scale-ups in their search for solution/market fit, and helping them find the next stage of their funding by means of pitch training, go-global trips to introduce them to new markets and facilitating introductions to potential investors.

15 OCT 2016 – 30 MAY 2018 Ghent, Belgium

INNOVATION PROJECT MANAGER IMEC

In October 2016, iMinds merged with imec, the world-leading research and innovation hub in nanoelectronics and digital technologies. I project managed European innovation programs, setting up open calls to fund innovative European startups, monitoring/coaching the selected startups through business support, business model clinics, focused workshops, living lab validation, and providing exposure to business communities, VCs and investors. Below are some of the programmes I created and/or managed:

EITHEALTH - Product Market Fit

Entering a new market as a health start-up requires correct market insights, knowledge of regulation, adequate contacts and a possible re-fit of your product and/or business model to the necessities of that market. In this program that we set up for the EIT Health Accelerator we offered startups a quick market scan in different European markets.

City of Things – Slimme steden en gemeenten

The City of Things call provided 4 million Euro to allow all Flemish cities to start using smart city applications. Through this open call, the lessons learned from the City Of Things project between imec and the city of Antwerp were rolled out to other cities in Flanders.

EIT Health Launchlab 2017

LaunchLab was a unique two-month pressure cooker that allowed aspiring entrepreneurs from all over Europe to discover the business potential of their health-tech ideas. The programme helped participants to explore and validate their ideas, market potential and business model – and to launch in markets all over Europe. Teams validated their problem-solution and solution-market fit, specifically for the healthcare market. At the end of the program, teams were able to assess whether a technology-based, scaleable business model could be built around their tech idea.

AGILE IOT (Horizon 2020)

SMEs and Startups active in the IoT domain had the opportunity to build products and services on top of AGILE IOT's hardware and software. Through two open calls that took place during the Project lifetime, participants were able to receive funding (up to 50k each) for building hardware and software on top of AGILE components.

WEAR (Horizon 2020)

Open Call Management: WEAR (Wearable technologists Engage with Artists for Responsible Innovation) Sustain was a 2 year, €3m project, funded by the European Commission Horizon 2020 research and innovation initiative to engage art, design and creative industries to work more closely with technology and engineering industries.

1 JAN 2015 – 14 OCT 2016 Ghent, Belgium

PROJECT MANAGER FIWARE IMINDS

FIWARE was a technology acceleration program initiated by the European Commission that offered startups & SMEs the opportunity to receive up to 150k€ funding (equity free) when building internet & mobile apps based on the FIWARE technology. Besides funding and technical support, selected projects also received training sessions, coaching & mentoring based on their needs.

For iMinds I worked on 3 of the FIWARE Accelerators/incubators:

- CreatiFI - creative & cultural sector - www.creatifi.eu.
- Finish - food supply chain - transport / logistics / retail - www.finish-project.eu.
- FI-C3 - connected content - Care & Well-being / smart cities - www.fic3.eu.

I was project managing these acceleration projects, creating the complete call management process, and implementing the monitoring/coaching of the selected projects. This included supporting the candidates in developing new innovative applications for their sector through business support, business model clinics, focused workshops and living lab validation, ensuring European exposure of the selected projects to potential business partners, target business communities, VCs and investors.

Companies that I actively worked with ranged from food to game design: Artomatix (IR), TheOplayer (BE), Graphystories (BE), traffic.direct (BE), UXprobe (BE), Videobot (IR), BLITAB (AU), LeeLuu Labs (FI), Lume Games (FI), digital worx (DE), Vicancy (BE), TheFridge.TV (BE), Treev (DE), Bovicom (BE), HearDis! (DE), Foodpairing (BE), Limecraft (BE), Small Town Heroes (BE), CleverLions (NL), OJO (BE), ReportLab (UK), sCool (BE), Lucian (IT), EVAPP (IT), Foooder (BE), Minze Health (BE), Gociety (NL), Voiceltt (IL)

2 APR 2007 – 31 MAY 2014 Antwerp, Belgium

MARKETING MANAGER INTEL CAPITAL

Intel Capital is the venture Capital arm of Intel Corporation, investing in innovative growth companies.

Role:

Responsible for all Intel Capital marketing actions in the wider EMEA region (Europe, Middle East, Africa).

Created and executed on the marketing plan, driving sponsorships, relations with the press and marketing programs to increase the image and visibility of Intel Capital in the region.

Responsible for all business development events from Intel Capital in EMEA, such as participation in industry events, speakerships, as well as the organization of the Intel Capital Technology Days

Results & key events:

I was in charge of Intel Capital's Technology Day programme in EMEA, where I orchestrated business development meetings between the startups in our portfolio and corporate customers (telco, automotive, banking and other sectors), resulting in additional business for our portfolio companies.

I drove a low cost, high impact speakership program increasing Intel Capital's image and visibility, including keynotes, panels and fireside chats at VC, PE, Startup events across the region.

I launched Intel Capital's Turkey office.

2 APR 2003 – 30 APR 2007 Antwerp, Belgium

CORPORATE EVENTS MANAGER INTEL CORPORATION

As a corporate Events Manager I coordinate Intel's presence at Industry Trade Shows and Intel events.

Results & key events:

I led a team of internal colleagues and agencies for the whole event organisation, including communication around the events, the strategy of the events and the organization of trade show booths.

Organized EMEA IDF (Intel Developer Forum), Intel booths at Telecom World, Mobile World Congress, Gitex, and various other trade shows; organized Intel's REC (Retail Executive Conference) and consulted the local sales teams on their events.

24 JUL 2001 – 30 MAR 2003 Antwerp, Belgium

MARKETING MANAGER INTEL CORPORATION

In 2002, in my role of Brand Leadership Initiatives Manager EMEA, I was working on brand Leadership Initiatives for EMEA in the Intel Communications Group, creating the plans to increase brand visibility of Intel products across Europe.

From 2001 to 2002, I was Marketing Communications Manager for the Platform Networks Group, where I drove the uptake of Intel networking products in the B2B segment.

1 NOV 2000 – 30 JUN 2001 Belgium

PRODUCT MANAGER XIRCOM

During this period, I had successive responsibility in three areas:

- Product Manager REX Business Unit at Xircom Europe. I launched the REX product line in the EMEA region.
- Customer marketer, launching our Bluetooth product line in the European market.
- After the acquisition of Xircom by Intel, I took on the role of Product Manager for the Combo, modem products and Connection Kits.

1 SEP 1999 – 1 NOV 2000

PORTAL AND COMMUNITY MANAGER YUCOM

At Yucom it was my responsibility to drive customers to use our services: drive intense usage of our portal, develop the user community and set up internet projects. One of these projects was the YuFriends community, which was one of the first Belgian online interactive community building projects. In order to increase our userbase I set up community development and user acquisition projects in cooperation with partners like Sony and De Morgen.

Yucom was a free Internet provider in Belgium, a joint-venture between by British Telecom and Banque Bruxelles Lambert (BBL). The company was offering free internet access, an online shopping platform, and an online bank account in cooperation with BBL. It was acquired by Tiscali/Scarlet in 2001.

1 JUL 1995 – 1 SEP 1999 Belgium
SENIOR MARKETING SPECIALIST XIRCOM

Organising all events, print production and the European part of the Xircom Web Site.

I made sure that all product related materials including datasheets and brochures showcasing the Xircom products were created with the proper messaging, localised towards the European market.

Next to this, I also organised all events, coordinating our participation in industry trade shows, seminars and managed other events like distributor meetings- including overall responsibility for organization, budget responsibility and staffing.

1 JAN 1994 – 30 JUN 1995
COMMUNICATIONS ASSISTANT BULL

This function included assisting the communication manager in all internal and external communication for Belgium. This in all fields of communications such as printed materials, newsletter, promotion, press, public relations and publicity, and some administrative tasks.

● **EDUCATION AND TRAINING**

1 SEP 1990 – 30 JUN 1993 Ghent, Belgium
COMMUNICATIEMANAGEMENT, OPTIE BEDRIJFSCOMMUNICATIE HIBO

1 SEP 2021 – 5 DEC 2021 Belgium
THE COLLABORATION CODE / MG TAYLOR SYSTEM - LEVEL TWO JOURNEYPerson Imaginal Labs

1 FEB 2021 – 5 FEB 2021 Belgium
TECHNOLOGY ENTREPRENEURSHIP: LAB TO MARKET (HARDVARDX) HarvardX

Website <https://courses.edx.org/certificates/f7a006fe6b5d49658201cd01a19e8ecd>

1 DEC 2018 – 5 DEC 2018 Belgium
LEGO SERIOUS PLAY FACILITATOR Play Strategy

1 MAR 2020 – 5 MAR 2020 Belgium
EY INNOVATION - DESIGN THINKING - SILVER EY

Website https://www.credly.com/badges/f93bb297-db0c-487a-8402-e0fd49310d68/linked_in_profile

● **LANGUAGE SKILLS**

Mother tongue(s): **DUTCH**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	C2	C2	C2
FRENCH	B1	B1	B2	B2	B2
GERMAN	A2	A2	A2	A2	A2

● **DIGITAL SKILLS**

Microsoft Word | Microsoft Office | Microsoft Powerpoint | Social Media | Microsoft Excel | Outlook

● **ORGANISATIONAL SKILLS**

Organisational skills

Superb organisational skills due to my project management experience throughout the years. I have led various teams, and led consortiums of partners for H2020 projects.

● **COMMUNICATION AND INTERPERSONAL SKILLS**

Communication and interpersonal skills

used to working with high-level stakeholders, as I worked with various vice presidents as well as the CEO's of our portfolio companies at Intel Capital and the H2020 acceleration projects. Experience in working with the press.

● **JOB-RELATED SKILLS**

Job-related skills

Experienced marketing and project manager with 30+ years of experience in corporate and startup world. Focus on the high tech, VC and startup markets. Used to working with C-level stakeholder.

Project managed various accelerator projects for Flanders and Europe (H2020, EIT Health). Experienced in all marketing areas such as strategy, product management, media relations, on- and offline communications.

Author

co-author of the book "Always think attack" - In this book I highlighted how to adapt the principles of self-defense to corporate life. Learn how features like focus, awareness, flexibility, speed of action, intuition, offensive and defensive mindset apply to the managerial world.