

## Marketing Leader(ship) of the Year

This award is open to all marketing professionals or similar who have overall responsibility for their companies marketing ( or growth, customer centric ) strategy and delivery. this award is for the leader who best managed to overcome unexpected challenges, showed thought leadership and hence succeeded to sail through rough seas while staying true to its strategy, delivering superior business results and acting in coherence with the Meaningful Marketing framework

### Criteria:

- Candidate is Belgian or active in Belgium
- Candidate has at least 10 years of professional experience
- Candidate operates at management level (i.e. member of an important decision-making body within the organization)
- Candidate has achieved one or more business successes over the past 3 /5 years thanks to a thorough customer-centric, marketing policy, i.e. is (as client or entrepreneur) strategically, organized and consciously committed to marketing and customer-centric entrepreneurship.
- Candidate plays a central role in creating value for all stakeholders.
- Candidate plays a determining, stimulating role with respect to the cooperation/ collaboration between different functions/departments inside the organization but also with respect to collaboration with customers and external partners.
- Candidate combines a strong marketing vision, execution power and innovation speed.
- Candidate is a marketer or entrepreneur from whom colleagues can learn something.
- Is eager to become a good ambassador for the marketing profession (internal and external).