



# Resume

# Bram Van den Broeck

° 2<sup>nd</sup> of June 1979



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## Experience

### Ikonoblast BV

GM / Founder | 2010 - current

Providing product development & innovation services on a consultancy basis to international clients in various industries.

### Smarthead Innovations BV

GM / Founder | 2013 - current

Developing printed electronic membrane sensors & processing sensor data.  
Proprietary IP handling & sensor patents licensing.

### Thomas More Hogeschool

Lecturer | 2017

Lecturing 'master after master' students in furniture design on parametric 3d CAD modeling workflow with SOLIDWORKS.

### University of Antwerp

Lecturer | 2013-2014

Lecturing BA & MA students in product development on NURBS-based class-A 3d surfacing.

### Artesis Hogeschool

Visiting professor | 2011-2013

Coaching CAD modeling practica with Rhinoceros.

CAD-oriented workshop car design with SOLIDWORKS & Rhinoceros.

### EMD Group NV

Product developer | 2003 - 2006

NPD&D dept. manager | 2006 - 2011

Managing New Product Development & Design department for Stagg in a globalized industrial & consumer goods context.

Daily management of a crisp 3-person team, planning, target costing, reporting, component design & engineering.

General project management: responsible for the entire development trajectory, from concept to product launch.

Regular on-site supplier visits in China for production follow-up, pilot runs, prototyping, tooling, cost control & QC.

## Education

### University of Antwerp

Integral product development

Master degree | 1997 - 2002

Cum laude

### Polytechnic University of Milan

Lighting design

Erasmus | 1999 - 2000

Magna cum laude

### Royal Atheneum Antwerp

Latin -Sciences

ASO degree | 1997

## Skills

- 19+ years of experience in industrial design & product development.
- Project management hard skills.
- Team management soft skills.
- Knowledge of: various industrial manufacturing techniques, UI-UX / app development; CAD tools like SOLIDWORKS, Rhinoceros 3d, KeyShot; DTP tools like Adobe CC, Microsoft Office, ...
- English, French, Dutch. (Notions of Italian.)
- Driver's license B.

## Traits

*Product-oriented, yet user-needs & user-experience-centric.  
Empathic. Project, team & stakeholder-minded.*

*Curious. Playful. Open.  
Transparent & upfront, yet direct, or reserved.*

*Accountable. Analytic-synthetic. Pragmatic.  
Entrepreneurial. Hands-on go-getter.*