



Resume

Bram Van den Broeck

° 2nd of June 1979



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Experience

Ikonoblast BV

Consultant

GM & Founder | 2010 - current

Providing 360° product development & innovation services on a consultancy basis to international clients in various industries.

Smarthead Innovations BV

R&D-innovation

GM & Founder | 2013 - current

Researching & developing printed electronic membrane sensors, electronic hardware & algorithms for processing sensor data. General project management. Proprietary IP handling & licensing.

Thomas More Hogeschool

CAD Lecturer | 2017

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

University of Antwerp

CAD Lecturer | 2013-2014

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

Artesis Hogeschool

CAD Visiting professor | 2011-2013

Coaching CAD modeling practicums with Rhinoceros.

CAD-oriented workshop car design with SOLIDWORKS & Rhinoceros.

EMD Group NV

Product developer | 2003 - 2006

NPD&D dept. manager | 2006 - 2011

Managing the New Product Development & Design department for Stagg in a globalized industrial & consumer goods context: daily operation of a crisp 3-person team.

General project management: responsible for the entire development trajectory, from concept to product launch. (Planning, target costing, reporting, component design & engineering.)

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 & Traits

- 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.
- 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.

Awards

- ICONIC Award - innovative interior | 2021
- EUROPEAN PRODUCT DESIGN Award | 2021

