

Core Teacher Strategic Account Management

Guy Bauwen combines outcome driven and hands-on strategic and operational management, academic, teaching, coaching and consulting expertise; which he uses in a practical way. He gained his marketing and sales, strategic account management and innovation management experience internationally in leading companies in several industrial knowledge and technology-intensive industries.

Guy is core teacher Strategic Account Management at the Institute for Sales and Account Management (ISAM) and he is coaching and consulting executives and managers for revitalizing, rejuvenating and renewing their innovation, marketing and commercial organizations. He is visiting professor marketing at the Flanders Business School (Executive MBA Program) – in association with the Kellogg Management School - in Antwerp and visiting professor marketing and account management at the Erasmus University (International Master Marketing Program), Rotterdam. He is advisor foreign trade to the Belgian Government and advisory board member of the Chief Marketing Officer (CMO) Council, USA. Moreover, Guy is a research associate at the Strathclyde Business School, Glasgow, UK.

Guy has a Master of Industrial Science and a Master of Business Administration of Vlerick Management School. He studied entrepreneurship and innovation management at Babson College and marketing management at Stanford and the Harvard Business School. Guy held extensive results-oriented and outcome driven leadership roles for spearheading international growth strategies and tactics. He gained global leadership experience with the Alcatel Group in France and with the General Electric Group (GE) in the USA. His passion is primarily to initiate and facilitate the development of new business opportunities, to identify and strengthen dominant dynamic strategic capabilities and stimulate and help accelerate profitable growth. He works very frequently within the triangle marketing, innovation and sales management.

His research and publications are business driven:

- “Market and Business Development Capabilities for Radical Innovations”, International Product Management Conference, Murcia, Spain, Guy Bauwen & Susan Hart, 2010.
- “Strategic Account Management: Customer value creation through customer alignment”, Journal of Business and Industrial Marketing, Derrick Gosselin & Guy Bauwen, 2006.
- “Managing with Ambidexterity”, Vlaamse Management Associatie Annual Report, Derrick Gosselin & Guy Bauwen, 2006.
- “Building an Internet World” Guy Bauwen & Juan de Miguel, in collaboration with the Boston Consulting Group, 2001.

Guy delivers his lectures, consulting and coaching services and action workshops globally in Dutch, French and English. For questions or more information or if you would like to receive a copy of one of his publications or if you want Guy Bauwen as a speaker for an event, please let us know: g.bauwen@isam.be