

Jean Dinet

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53 years old (°14.05.1954)
married – 2 boys (15 and 13)

Dutch, French, English,
German, basic Spanish.



Profile:

Senior Executive whose progression to **CEO** of a 200 million + € turnover division of Europe's Leading Sugar Group has been supported by an excellent record of achievement in **global B2B sales and marketing of food ingredients**. Entrepreneurial style of leadership.
*Most recent experiences have been in **M&A and growing businesses through successful integration and restructuring** of medium sized (former **private**)business components into double-digit profit centres (within a multinational **corporate** environment).*

Employment :

up to now : **Board member of BFengineering SA**, The leading Belgian tracking-and tracing manufacturer (www.securysatfleet.com).

I became reference shareholder in 2004, initiated a buy&build strategy , led the company into a health care diversification with the development and production of Heasys, a globally patented *wireless bed monitoring device for detecting temperatures, movement and incontinence or Alzheimer/dement patients* (www.heasys.com).

I am currently leading this company into a Sale Process as shareholders have decided they wanted to realize their investments.

5/03-4/07 Sudzucker AG (SZ)/Tiense Suiker (TS) CEO of Surafiti Activity Group of Companies

CEO of Surafiti (Division of TS with T/O of 200 million€, consisting of 6 independent companies in B,NL,F, G and UK) with a goal to **restructure the non-sugar specialty diversification**. Reporting to SZ Vorstand (Board).

Personal Achievement

-Focussed on the **European market leadership in Fondant businesses** of both SZ and TS, integrated Eurofondant into one core single marketing & sales organisation within SZ (120 million€). Restructured UK businesses and transferred fondant production to Belgium.

-Prepared the sale of non-core businesses in cake decoration (UK), specialty cake mixes (NL) and French Nougat businesses.

1/01- 5/03 Le Pain Quotidien SA/NV (New York/L.A.–Paris- Brussels): Bakery / communal table restaurants. Funding M&A Project

Personal Achievement

-Initiated and negotiated take-over bid on 3 separate companies in US, France and Belgium (45 retail-restaurants ,T/O 100 million €)

-Defined a unique **Global business plan for future development** through opening of company owned stores in US (East coast & West coast) and (Master-) Franchising in the Rest of World. Attracted new investors, who ultimately took-over 100% shares.

5/94 to 12/00 Perkins Foods (Lu) SA – Luxemburg Managing Director – Operating Board member of Perkins Foods plc.

European RTE-meal division of Perkins Foods plc, UK based food group (26 plants, T/O in excess of 600 million €).

Managing Director for Tavola (Lu), Peppino's Pizza (G), Cogel Wholesale (Lu) and Comigel (Perkins Foods sales office in France).

Personal Achievements

The successful implementation of a strategic plan to become France's leading private label manufacturer of chilled delicatessen ("Traiteur") products through internal/external growth.

• Restructured Peppino's Pizza from 8 million DM loss in 96 to break-even in 2000.

• Developed Tavola to become Europe's largest frozen private label lasagne manufacturer and increased production capacity in 2000 by investing 10 million € in a lowest cost production plant.

• Created Perkins Foods (Luxemburg) in 96 as:

- Perkins bridgehead into Southern Europe, following the French retail expansion
- Divisional management and support team to newly acquired production units.
- To centralise logistics, realise synergies in buying, R&D, EDP,...

• Negotiated and realised 6 strategic acquisitions (Karea 1/97 – Le Magicien Vert 1/98 – Tradition d'Asie 4/98 – Frainor 6/98 – Gourmet Beaujolais 1/00 – Brindélices 2/00) and 3 smaller bolt-on acquisitions).

• Managed to grow the division from 2,5 billion LUF (60 million €) in 94 tot over 200 million € in 2000, with a forecasted strong growth pattern, further doubling T/O and contribution over the next three years, to become Perkins Foods most "sexy" division.

7/89 to 4/94 Murex Industries – Belgium/France Managing Director.

Minority (creating) shareholder and operating **Managing Director** of an industrial group of 4 medium sized businesses (De Bock Antwerp – Merckx Zeebrugge – Sifam Paris and Indusim Tourcoing), producing and selling private label adhesives and abrasives to the automotive, metal – and furniture industry. Consolidated turnover in 94 of 25 million €
The group was eventually sold to Definance in December 1993.

1/88 tot 6/89	Pillsbury (Pilstral Belgium)	General Manager.
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Pilstral is the holding company of:

- Desobry S.A. Tournai, manufacturing and selling assorted biscuits, mainly under private label.
- Boone N.V. Gent, industrial pastry producer of Swiss rolls, cakes and waffles.

Inherited two businesses with losses running at respect. 20 millions BF for Desobry and 44 million BF for Boone, low productivity, aged plants, virtually without capital spending over the last 4 years and a completely demoralised management team.

Personal Achievements

A complete reorganisation and restructuring of the businesses, back into profits thanks to increased sales and cost cuts.

1/83 tot 1/88	Puratos Group	International Sales and Marketing Director – Board Member
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World-leading Belgian family owned company, producing and selling basic ingredients (improvers, concentrates and complete mixes) for the bakery, confectionery and ice-cream industry.

Personal achievements.

- Introduced professional sales and marketing management, control and systems.
- Build up an international sales structure through totally owned subsidiaries, joint ventures and an exclusive distribution network in order to coordinate the sales to 65 countries.
- Succeeded in implementing a marketing thinking in a production-oriented company. Through segmentation of the market, we conducted R & D from a one-product to a multi-product approach. I led the diversification into confectionery, ice-cream through:
 - The acquisition of a margarine plant (Crest Foods in Ireland) and the subsequent international launch of a complete range of highly sophisticated margarines.
 - I negotiated and assisted in the setting-up of a chocolate production unit (Belcolade, today : N°2 worldwide behind Callebaut) and launched internationally a full range of B2B chocolates.

This resulted in a continuous growth of net sales in Belgium from 1,6 billion BF in 1982 tot 8,5 billion BF consolidated worldwide.

7/78 to 12/82	Procter & Gamble Benelux	Brand Management / Sales Trainee.
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More than a three year professional experience in brand management of mass consumption goods. In the end, I was responsible for the Pampers disposable diaper business in Belgium, which has reached a 65 % share of the market and an annual turnover exceeding 40 million US Dollars.

I initiated major business building projects and re-launched existing brands (Ariel and Dreft) with their marketing exploitation.

In-depth training, especially in copy, media and promotion development and successfully completed a 4-month's sales training programme.

Education

- **1972-1977** - University VUB (Free University of Brussels):
 - **Master of Law** (with grades)
 - Special Master in Economic Law (with grade)
- **1977 / 1978** Post-University **MBA-programme** Vlerick School (PUB) and **Top Management Program** in **1986**.
- Certificate Of Laureate of the Minister for Belgian Foreign Trade (**1978**). I obtained a scholarship for a **six month stay in Brazil**. In 1979, the Belgian Office for Foreign Trade published my "Foreign Investor's Guide for Brazil", available to all businessmen interested in exporting to, or investing in Brazil.
- **Corporate Governance** – IvB Gent **November 2000-januari 2001**

Main Skills

Ability to get things done, leadership, flexibility, liking challenges, ambitious, personality to gain trust and cooperation from others, sense of initiative. Willing to travel frequently and/or emigrate

Hobbies

- Travelling and (very occasionally) **Marathon** running (NY 2001-Paris 2004-Brussels 2007?).
- Passion for Antique World-maps particularly by Flemish printers (15-17th century).
- Business Angel and Board member of BF engineering SA(tracking-& tracing systems)SA and Datatruk-Heasys SA(healthcare : wireless bed monitoring systems).
- Created (Dec.07) / shareholder of Exotic Properties Invest SA , a network co-ownership of global 'exotic' properties.

Military status

Fulfilled from **January - November 1980** as non-commissioned officer.

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