



# PAUL MATTHIJS

## RESUME OBJECTIVE

Creating shareholder value by scale-up, growth acceleration, professionalization, business turn-around, or internationalization of small or medium sized private or public companies.

Executive C-level position (including MBI/LBI) with hands-on management practice. Non-executive or advisory position allowing to leverage experience in global business development, M&A, business model and technology innovation, product development and product marketing.

## CONTACT

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Born: 15 Mar 1964

Nationality: Belgium

Marital Status: married, 2 children

## INDUSTRY SECTOR EXPERIENCE

Technology (hardware, software, IOT and Cloud), health-tech, smart building and smart city, building technology, media & entertainment, digital advertising, visualization, enterprise collaboration, industrial.  
Business models B2B, B2B2C, B2C through digital routes to market.

## PROFESSIONAL EXPERIENCE

### EDUCATION

### Independent board member and advisor

- Director at Limecraft, video production workflow tools (2016-now)
- Director at DobCo, healthcare and radiology imaging workflow (2018-now)
- Advisor at RvA of Renson (2020-now)
- Advisor to start-up LifePowr (2020-now)

### VLERICK Group ([www.vlerickgroup.be](http://www.vlerickgroup.be)) (2020-now)

Family owned investment group

### COO

- Member of the investment committee, providing advise and analysis of new investment opportunities in technology manufacturing, fintech and health-tech.
- Follow-up of the existing shareholdings, in particular companies active in the manufacturing of components for technology sectors such as automotive, industry and aviation (BMT, LVD Group, Magnax).
- Director on the board of LVD Group and Magnax.
- Exploring and identifying new investment opportunities in the area of technology, energy transition, e-mobility.

### NIKO Group ([www.niko.eu](http://www.niko.eu)) (2017 – 2019)

Privately owned, revenue €177M, EBIT 18%, European scope, 700 employees.

### CEO

- Third generation family owned company active in electrical switching gear and home & building automation. Industry challenged by IOT + B2C entrants (e.g. Apple, Amazon).
- First non-family manager with assignment to professionalize the company, modernize the product offering and brand, and further improve the financial performance.

## LANGUAGES

	Dutch
	English
	French
	German

## SKILLS

### General Management:

Business turnaround  
Innovation and corporate venturing  
Acquisition due diligence and integration  
Intercultural management

### Functional Management:

R&D and technology mgt  
Marketing and product management  
Global strategic sourcing and co-development  
Manufacturing outsourcing  
Sales, OEM and project sales management

- Achievements:
  - Market exceeding sales growth, EBIT growth 2 pp of sales while increasing investment in manufacturing and product innovation.
  - Installed new functional executive management team.
  - Defined and executed company-wide strategic planning and mobilization process, including restructurings to stop unprofitable business segments.
  - Definition, development and introduction of innovative products and solutions up-smarting company's product portfolio and refreshing company brand. Included creation of strategic partnerships.
  - Installed various new business processes and business KPIs improving efficiency.

### BARCO N.V. ([www.barco.com](http://www.barco.com)) (1986 – 2017)

*Public (BAR, Euronext Brussels), revenue € 1B, EBITDA 12,5%, global scope, 3600 employees. Global technology company active in professional visualization, entertainment and enterprise collaboration.*

#### Vice President Corporate Technology (2016-2017)

Developing technology vision and technology development roadmap leading Barco to a new positioning within 3 to 5 years. Included internal and external business **Senior**

#### Vice President Barco China (2015 – 2016)

- Lead Barco China through a necessary turnaround on the level of the organization, local company culture, compliance towards local government, governance processes and business practices.
- Sales and marketing organization management and go-to-market restructuring.

#### General Manager Barco Corporate Ventures, member of Barco Core Leadership Team (2008-2015)

- General Manager of corporate venture Barco LiveDots (Large LED screens for events and advertising applications)
  - Realized business turnaround from heavily loss making to 10% EBITDA.
  - Established a dynamic and entrepreneurial management team driven by dedicated corporate venture KPIs.
  - Learnt to bridge the gap between the DNA of entrepreneurial venture and large Corporation
- Lead portfolio of Barco corporate ventures and related business review processes.
- Due diligence and integration management of several M&A companies.

#### Vice President Corporate Technology (2008-2009)

- Establishing and building out centralized R&D service center to business divisions.
- Corporate technology strategy in various visualization domains.

#### Senior Vice President Barco Medical Imaging Division (1995-2008)

- Founded Barco Medical Imaging Systems (currently Barco Healthcare) in 1995 as a corporate start-up and reached €140M sales by 2008 with consistent +15% EBIT.
- Learnt to plan strategy and execute it consistently and predictably.
- Realized growth organically and through acquisitions. Due diligence, integration and daily management of globally spread acquisitions.
- Functional management of R&D, product mgt, marketing and sales.
- Lead company into efficiency initiatives such as outsourced manufacturing in Asia, Six Sigma based quality improvement process.

#### Various positions in R&D and General Management (< 1995)

- Product development, technology innovation, industrialization
- Co-owner of two patents filed in the field of image quality improvement.

## INTERNATIONAL EXPERIENCE

### **China:**

General management, compliance management, business development.

Sales, strategic sourcing and co-development.

### **Asia:**

Strategic sourcing, contract manufacturing, co-development, acquisition due diligence

### **USA (West Coast, East Coast):**

Acquisition due diligence and acquisition integration.

Operational management of business division. Business development and marketing in healthcare, media and entertainment sectors.

### **Europe:**

Pan-European sales team development, national sales & marketing strategy.

Distribution and wholesale go-to-market development.

## NON-EXECUTIVE POSITIONS and EXPERIENCE

### Independent director on the board of:

**DOBCO:** cloud-based imaging; communication and archiving software for the healthcare sector, addressing Radiologists and Physicians in hospitals and the care network.

**LimeCraft:** cloud-based workflow software and platform facilitating video production, addressing TV broadcasters, video production companies, media service companies.

### Director, assigned by Vlerick Group, on the board of:

**Magnax:** start-up active in the design, marketing and manufacturing of electric motors based on axial flux principles, targeting ground e-mobility, energy and aviation markets.

**LVD Group:** private company active in the design, manufacturing and sales of integrated products for the global sheet metalworking market. LVD Group I sactive in 45 countries and has five manufacturing facilities in Belgium, Eastern Europe, North America and China.

### Independent advisory roles:

**Renson:** private company active in ventilation systems, aluminum façade covering and outdoor living infrastructure. Advisory role w.r.t. strategy development and execution.

**Lifepowr:** start-up active in innovative residential energy storage solutions targeting utilities, service providers and consumers. Advisory role on company financing, go-to-market, industrialization and operations.