

ALEXANDER DEBLOND

International CFO & Corporate Strategy Executive
Financial – Strategic – Cross-Cultural

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EXECUTIVE BIOGRAPHY



Alex Deblond is an entrepreneur and chief financial officer of foreign operations in transnational corporations. Currently managing his own consulting firm his previous major accomplishments are the turnaround management of a Belgian company, the set up of operations in 9 Asian Pacific countries, post-merger and crisis management in 2 Latin American countries, global leadership of an inorganic growth strategy and shareholder communication of a multi-billion group. With his flair for innovation, creative problem-solving and measured risk-taking he has offered added value as an inspired and enthusiastic driver of international profitable growth. He has a thorough knowledge of high-value industrial products and industries such as high-tech medical devices, specialty chemicals and pharmaceuticals. However, his accomplishments in the fields of consumer products and construction illustrate his flexibility and adaptability.

Since 2012 Alex has founded two consulting entities. **Patroklos Greece** aims at finding overseas investors for export oriented companies in Greece. He firmly believes in turning crises into opportunities. In May 2014 he founded **Patroklos Belgium**, a cross-border consulting firm offering services in the fields of international, entrepreneurial, inorganic and transitional growth. In 2016 the European Union accredited him as one of the 10 Belgian coaches of SME's for the Horizon 2020 project.

In May 2014 Alex participated in the acquisition of a Belgian mid-size company in chapter 11. The company (\$17 (€15) million turnover and 120 employees) is active in road infrastructure. As entrepreneur and general manager he turned around the organisation into a growing entity with activities in new adjacent value-added businesses and up-to-date operational processes.

From October 2009 to April 2012 Alex was Vice President Corporate Strategy and Business Development of **W.C. Bradley Co.** In this family-owned manufacturer of outdoor leisure consumer products, Alex led corporate international growth projects and identified key opportunities for the development of new businesses. As an expert at crafting the requisite strategic vision to expand internationally, he developed new business potential of \$130 (€120) million sales with an EBITDA return of 10%.

Prior to W.C. Bradley Co., Alex had a 10-year career with the **Agfa-Gevaert Group** where he held assignments of increasing responsibility including F&A Manager in Colombia combined with a crisis manager role in Chile. Later he became Investor Relations Officer. Finally he was appointed Regional CFO Asia-Pacific based in Shanghai managing regional sales of \$200 (€180) million. Among many accomplishments, he outsourced business processes in a shared service centre, thus reducing overhead costs by 20% to barely 1% of sales. Alex's achievement, quite unique in China, was featured in the Chinese edition of Information Week after which he was invited as keynote speaker on several occasions.

Prior to Agfa-Gevaert, Alex had a 9-year career at **Sandoz/Clariant** where he first served as Financial Controller in Belgium and later as Finance and Administration Manager in Colombia and Venezuela.

Armed with a Bachelor's and Master's degree in History from his native country Belgium, Alex earned his MBA degree at UNC Chapel Hill's Kenan-Flagler Business School. Currently, he serves on the International Advisory Board of UNC Chapel Hill. He taught a workshop at the Antwerp Management School about Latin America. In addition, he is an active member of Rotary International since 1995.

Alex has been recognised as *"the Regional CFO that any Multinational would like to have in its organization because he can dance on the thin line between local and headquarter requirements. But more than balancing on that thin line, Alex gets things done in a complex environment and brings enthusiasm and drive to the organization."*