



Frédéric HESLMANS

Curriculum Vitae Overview

September 2023

PROFILE

Creativity in action – *Foresight, analyses, design, development and implementation*
Inspiration and mediation in groups and social interactions – **Assertiveness**
Values, purpose – **Responsible development** – *commitment*

CAREER ACHIEVEMENTS

Consultant - Advisor

2005 – ...

- **Analyses** and **interventions** in the context of local projects, associations, or SMEs and international companies (e.g. Collection and analysis of qualitative and quantitative data, etc.);
- **Missions of international development: transport** and **logistics** sectors (e.g. assignments for the Vinci Airport and Aéroports de Paris International groups); **Pharmaceutical** and **food** industries (e.g. Nestlé Health Sciences); **Retail** (e.g. Groupe Leclerc); **Culture** and **travels** (e.g. Musées de la Réunion, StartAIR®)...

Business creator

- Art.art (Artistic exchanges and “artyvism” – In pre-activity phase) 2022 – ...
- Evolutia® (Well-being, Coaching, Training – Reunion Island – Belgium) 2016 – 2021
- Donkey & Neuman (Marketing & Advertising agency, TV show production) 2016 – 2017
- FlyUp (Airline start-up) 2006 – 2008
- Target Foresight (Applied Sociological Research – Spin-off ULiège - Target Power Group) 2005 – 2008

Marketing & Business Development Director – LIEGE AIRPORT

2011 – 2016

- **Management** of the commercial team (Budgets, human resources,...). Member of the Board of Directors;
- **Competitive strategic positioning** as an international benchmark for full cargo air freight (FLEXPORT®);
- Design and implementation of the **commercial and marketing strategy** for global business (worldwide): Airlines, players in the logistics sector and stakeholders – Partnership agreements;
- **Diversification of the economic model:** real estate, **international consulting and training.**

Teaching assistant, Researcher, Lecturer – University of Liège

1993 – 2011

- I joined the University of Liège as a **teaching assistant** and **researcher** before obtaining my **degree in sociology**. I have had many contracts and collaborated with several teams for nearly 20 years. I still maintain a link with my former teams through the status of **scientific collaborator**.
- As director of the **CLEO (Center for Opinion Studies)** at the University of Liège, the mission entrusted to me by Prof. René Doutrelepon was to **develop** (design and financing) and **supervise research carried out for public and private promoters** or financed by national and European funds (participation, cultural identities and social capital, social impact assessment, employment, etc.). We obtained the **Descartes Prize for excellence in scientific research** awarded to the founders and coordinators of the *European Social Survey* (2006).
- My connections with the teams at Medialab (**Business Informatics**) led to opportunities to get onboard with the nascent Internet. I also recognized the stakes of virtual social networks, and the opportunities to conduct simulation in social sciences through virtual environments. This led me to participate in the development of the first e-government solutions aimed at Walloon municipalities, in collaboration with René Moors and Michaël Schyns.
- I also taught subjects combining **research methodology**, quantitative methods, design, statistics (substituting for Professor J.K. Lindsey) and epistemology to graduate and post-graduate students. I also trained field teams on practical and concrete aspects of **data collection, interview techniques and group facilitation**.
- For an overview of my publications in Open Access: <https://orbi.uliege.be/profile?uid=p001721> and other publications <https://heselmans.net/publications>.

ACADEMIC TRACK

Post Graduate Degree in Marketing & Advertising (High Honors), Solvay Business School (ULB)	2002
Master Degree in Sociology (Suma Cum Laude), University of Liège	1993

OVERVIEW OF ADDITIONAL TRAINING

Interuniversity Postgraduate Diploma in Alcoholology (Addictology), SSMG-ULB-ULiège-UCL	2023
NLP - Hypnosis - Symbolic Therapy, French Institute of Humanist and Ericksonian Hypnosis	2018
U.lab: Leading from the Emerging Future, Leading Change in Times of Disruption, MIT (edX)	2018
Minds and Machines, MIT (edX)	2017
Psychology of Negotiation, UCLouvain (edX)	2017
The Science of Happiness / The Foundations of Happiness at Work, Berkeley (edX)	2017
Airport Route Development and Marketing, Airport Council International	2010
Marketing & Market Research for Air Transport, Westminster City University	2009
Photographer, Saint-Luc Institute Liège	1998

LANGUAGE SKILLS

- Native French speaker
- Fluent in English, both spoken and written (C1)
- Notions in Dutch and Spanish (B1)

IT SKILLS

I am **generally curious and resourceful** in terms of **IT solutions**, which has allowed me to acquire a **base of varied skills** that I continue to develop, which is a necessity in a context where innovation has never been so fast. As a result, I have long been familiar with basic **office software applications** but also with the **main database management** and **statistical analysis tools**. I have developed **websites** using different programming languages and solutions that have emerged since the early days of the Internet. Coding is however not an end in itself and I am **solution-oriented**, which leads me to use **open source** and/or **no code development resources** currently available. Trained as a photographer, I have also worked as a **graphic designer** in the development of many websites and applications, but also as a **creative director** in advertising, which involves the **intensive use of graphic software**. **SaaS** and **AI** are in the news today and I use these tools in **my own projects and researches**. I am also trained in **Business Analysis for Project Management** in IT development and deployment.

- **Microsoft Office Suite** (usage and programming);
- **Data Management, Analyse, et Visualisation** (SQL, SAS, SPSS/PSPP, R... Looker, Tableau...);
- **ERP** and **CRM** systems (user experience with SAP, Salesforce...) and **Odoo's** integrated solutions;
- **Collaboration Tools** (Dropbox, Teams, Zoom, Trello...);
- **Adobe Software Suite** (Photoshop, Illustrator, Acrobat, Premiere...);
- **Web Development** (HTML, CSS, JavaScript, Responsive Design...) and **Web Marketing** (Google Analytics, HubSpot, Marketo, Hootsuite, Zendesk...).

HOBBIES – SOURCES OF INSPIRATION

My thirst for knowledge and intellectual curiosity drives me to explore new fields of understanding, not only through reading, traditional training, and seminars but also by leveraging the tools provided by the internet. Writing serves as both a means for me to express myself and to grow through creative and constructive introspection. I am passionate about art photography; my work has been showcased in numerous galleries and has been incorporated into various collections and museums.

My personal travels and professional endeavors have taken me to many countries. The joy of encountering new horizons, individuals, and cultures will always remain a passion of mine. I had the privilege of living in Reunion Island for four years, experiencing its rich interculturality and being captivated by its vibrant nature. These experiences continue to inspire my reflection and commitment to heritage preservation, environmental conservation, and the promotion of diversity.

I am an enthusiast of cuisine, music, design, and much more. Whenever possible, I find solace in hiking, meditating, playing golf, going to the cinema, attending lectures... and engaging in discussions with friends or through serendipitous encounters.