

# PIETER LAROY

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## PROFILE

Dedicated and visionary leader with extensive experience in the IT sector, both in a consulting context and in specific business environments. In recent years, increasingly specialized in innovation, data management, and digital transformation. Passionate about leveraging the power of technology and data to drive business strategy and innovation. Committed to fostering a culture of continuous learning and autonomy within multidisciplinary teams. Proven expertise in Strategy development, Management, Portfolio Management, innovation, alignment between business and IT, and team development, enriched by a strong foundation in program and project management, with previous software development experience in the full lifecycle. A lifelong learner dedicated to staying at the forefront of industrial trends and technologies.

The last years, I have invested a lot of time and effort in understanding, using and promoting AI, certainly given the exponential wave of generative AI that is hitting the shores.

In those contexts, I like to work around 3 domains:

- **Inspire:** Detecting the potential of technology to optimize operations, strengthen or renew business is not easy. I enjoy inspiring and challenging people and organizations to think outside the box. This can be through inspiring presentations, workshops, to the effective selection of good business cases. CxO level involvement is required.
- **Infuse:** Technology evolves rapidly. I like to search - together with a team - for state-of-the-art solutions for the development of business cases. Always in a feasible and pragmatic way. CxO level involvement is required.
- **Implement:** A well-defined solution is just a starting point. Its successful realization is where the real difference is made. Therefore, I like to work from the start to the effective realization in the development of business cases. With both internal and - where necessary - external expertise. In this area, I prefer to work at the CxO / steering group level.

## Personal Info

Married, father of 3 sons. In the past, very active in volleyball, and also did hang gliding for a while (stopped after a severe injury). In recent years, I have again actively started making and playing music, and recent developments have drawn me into the 'rabbit hole' of generative AI.

## **PROFESSIONAL EXPERIENCE**

### **Flow IT**

Nov 2005 - Present

I have been working from within a management company since 2005, but I always consider myself as part of the organization for which I work on long-term assignments. From this management company, I organize all activities.

I also currently give inspiration sessions towards companies or organizations about Inspire & Infuse as described above.

Working as an employee can be discussed.

### **Ae nv/sa**

Mar 2015 - now

#### **Member of the Executive Team**

I was at the christening of 'Application Engineers' (now ae) and helped build the company from a small startup to a solid company of around 100 employees during the early period (1999-2006). After an intermediate period of about 10 years, I rejoined here in 2015 as a member of the executive team. In that role, I was co-responsible for the development and realization of the long-term strategy for ae, leading various teams, making difficult but important decisions (the impact of the Covid crisis was significant).

#### **K&I Director**

In that capacity, I was responsible for content knowledge building and renewal within the organization. There was a number of years a stand-still, which we were able to break through with motivation and self-directed behavior. I then also took the lead over our 'Accelerator' hive (the hive responsible for the development of innovative services) and later 'Seth & Dunn' company (now re-integrated within ae) around innovation.

#### **Lead Data Cluster**

Lead of the business unit active in Data, Integration, Data Science, and AI. This is one of the fastest evolving domains in recent years. That means I have defined vision and strategy with my team, and I also take care of the operational functioning of the team. From this team, we also developed a first product strategy for ae, resulting in kuori (an innovative data management product) and Customaite, an innovative product for customs clearance around hyper-automation, heavily infused with AI technology.

#### **Managing Partner**

Wide range of management activities for the division of ae into different business units. Worked around vision and strategy, operational management, and the development of new organizational structures to support the growth of ae. Support in the startup of the RvA.

## **Honda**

2013 - 2015

### **Project Mgr PLCC RO**

Management of the implementation of a new European CRM system. I came on board in crisis mode. Main responsibilities:

Program Management across the Dynamics Implementation (British, Romanian, Polish, Indian, and Belgian partners), migration, and infrastructure.

Lead for data migration and integration

Introduction and Lead of the 'War Rooms' due to poor performance of the system.

International activity, with interactions on CxO level in both Belgium & London (Japanese management).

## **VDAB (Flemish Service for Employment Mediation)**

Oct 2008 - Jan 2013

### **Portfolio Manager**

Portfolio Manager for all software implementations for the VDAB, including data management, maintenance, updates, etc. This involved managing the budgetary context, defining projects, directing various project leaders, organizing agile teams, and aligning between internal and external teams.

We worked on a new composition of project teams, bringing together different disciplines in agile teams. Within each team, business managers were also involved. This last aspect - alignment with the business - has been one of the key aspects of success. At the start of my tenure, the VDAB had not launched new applications in the market for many years, and consequently worked on legacy applications. Within one year, we managed to launch a new application for entering job vacancies (VAC). After that, we launched applications for training (Competent), customer-facing products (My Career), and training products in the market. Moreover, we worked hard on the operational efficiency of the entire organization.

Direct advisory to the CIO, numerous interactions with Business line directors & CEO.

## **DGZ (Dierengezondheidszorg Vlaanderen)**

Nov 2005 - Sep 2008

**IT Manager**

**Application Engineers (now ae)**

Nov 1999 - Nov 2005

**Member of Mgmt Team**

**Platinum Technology Inc.**

1995 - 1999

**Consultant**

**Adifo**

Oct 1993 - Oct 1995

Projectleader

**EDUCATION**

**Singularity University Netherlands (2017)**

Leaders of the Future

**University of Antwerp Management School (2006-2008)**

MCA, Cobit, Computer Auditing

**Ghent University (1988-1993)**

Master in Computer Science

**SKILLS**

An extended overview of my skills can be found on LinkedIn.