

# BRUNO DEPRÉ



## PROFILE

Understanding the behaviour of electrostatic charges and preventing electrostatic discharges from damaging electronic-sensitive devices. Extensive knowledge regarding control of static electricity and effects of ESD phenomena on High-Tech sensitive production-flow and daily lives. Search Engine Optimization expertise.

*For me ESD management is straightforward:*

*"ESD either works or it doesn't, it is black or white... there is nothing in between"*

## CAREER PROGRESSION

Current  
2021

### ANTISTATIC ESD SOLUTIONS ANTWERP, BELGIUM

CEO - DIRECTOR - MANAGER - ESD TRAINER & AUDITOR

- Former director at ElectroStat bvba, Belgium's-A-StaticScience, ESDproducts.eu and contemporary AntiStatic-ESD-Solutions
- ESD-Expert with extensive knowledge regarding control of static electricity and effects of ESD phenomena on High-Tech sensitive production-flow and daily lives which distinguishes him from the competitors.
- Understanding the behaviour of electrostatic charges to help and prevent electrostatic discharges from damaging electronic-sensitive devices.
- One of the top experts in the field of static electricity management and prevention of harmful ESD-related consequences that can be avoided.

#### Product Losses Due to Static Discharges

Description	Min. Loss	Max. Loss	Est. Avg. Loss
Component Manufacturers	4%	97%	16-22%
Subcontractors	3%	70%	9-15%
Contractors	2%	35%	8-14%
User	5%	70%	27-33%

*Acquiring and implementing the so called "ESD Safe products" is misleading and will not help prevent electrostatic discharges. "ESD Safe products" will only cost money, without offering any real solutions and leave many people frustrated as a result.*

*And without "Genuine ESD products" electrostatic discharges will continue to cause damage to assembly lines, ESDS sensitive devices, equipment and products, as well as cause ESD related health issues.*

*Only through self-criticism, continuous learning, contact with ESD specialists and a purposeful vision, AES can confirm reliability of ESD products they offer.*

*At AES - Customers always come first.*

*AES strives to serve our customers better by offering correct and clear explanatory answers.*

*We try to do so, even when informing our customers better means contradicting a more established but sometimes flawed opinion on the market.*

*At AntiStatic-ESD-Solutions we pride ourselves on ensuring the only correct ESD solution. To continue this vision we need reliable ESD manufacturers and suppliers on which we can always count.*

*AntiStatic-ESD-Solutions is a solid partner and together with our international partners we stay strong and vigilant in regards to possible improvements or new solutions in tackling and controlling static electricity.*

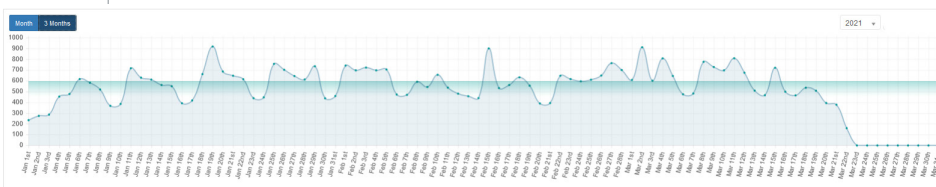
- Developer of his own highly effective SEO strategy (Search Engine Optimization) based on the international Search Engine Algorithms without making any use of SEA (Search Engine Advertising - paid advertising where you buy advertising space from search engines)

ref. below example of visitor SEO statistics results over a period of 3 month on AES:

<https://www.antistatic-esd-solutions.com/>

results show a consistent average of 600 visitors/ day

only through use of smart and extensive SEO techniques



Antistatic ESD Solutions  
HQ-Belgium



Antistatic ESD Solutions  
Turkey



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Business



ESD Audit & Training  
Knowledge Center



## CONTACT INFO

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Nieuwstraat 49/0201  
2550 Kontich

## LANGUAGES

- Dutch
- English
- French
- German



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2014

## SUPERSTAT FLEVOLAND, THE NETHERLANDS

ESD DIRECTOR

- **Versatile and accomplished Senior Executive Management professional** offering over **18 years** of experience in the areas of Strategic Management, Sales Management, Marketing and Client Management predominantly within the Technology, Textile, Electronics and Automotive industries
- **Highly experienced** in establishing business level associations & public relations and implementing business objectives by Collective Leadership and Resource Management
- **Skilled in leading Business Transformations and utilizing Business Intellect, Strategic Insight and Sharp Planning Skills** to manage Business Operations and meet top and bottom line objectives
- **A multilingual professional, excellent in Dutch, English, French & German** with track record of establishing start up organisations in Belgium and partnering business with a corporate culture
- **Recognised for hands on experience** in training & developing staff to inculcate Brand Awareness & enhance productivity & efficiency within the team.
- **Acquired expertise** in exploring innovative initiatives aimed at reinforcing Brand Credibility and improving prospects for new business
- **Excellent track record** in identifying, establishing and developing regional business by proactively identifying customer needs and tailoring customized solutions meeting the client's requirements & operational targets
- **Proven ability in managing** the entire profit & loss statements of the business. **Excellent motivator and proactive leader** in implementing the Business Objectives and coordinating Stakeholder Communications.
- **Extensive experience** in developing Policies & Procedures, Strategic Planning, Marketing, Finance, Human Resources, Training and Information Systems
- **Implementing and executing successful strategies** leading to effective operational excellence and improved work ethics & performance
- **Excellent communicator and a top negotiator** with the ability to work under pressure in fast-paced, time sensitive environments. Proven ability to interact effectively with people of diverse nationalities and comfortable working in a multi-cultural set-up

2007

## B.A.S.S. (ESDPRODUCTS.EU) ANTWERP, BELGIUM

INDEPENDENT CONSULTANT

**Controlling static electricity in a no nonsense policy and providing companies of trainings such as NLP, EFQM**

SECTOR:

**Technology, Electronics, Automotive, Aviation, Semiconductor, Medical**

SKILLS:

**Time Management, Taking Decisions**

MAJOR CLIENTS:

**Continental Automotive Systems Worldwide, AIB Vinçotte, Esselte, Niko, Federal Police, Sabca**

- Responsible for developing business by identifying new opportunities & prospective clients
- Reinforcing the brand vigor and identifying the target groups in the consumer markets
- Providing strategic inputs to all brand and marketing activities associated with the company's business, managing brand planning cycle developing new products and managing the business initiatives
- Leading projects from the conceptual stage to consumer validation
- Maintaining comprehensive knowledge of the company's products or services in accordance with the industry
- Training and motivating the team members in various areas including: Time Management, Leadership, Work Life Balance, Personal Branding as well as ensuring that organizational norms are implemented
- Balance, Personal Branding as well as ensuring that organizational norms are implemented whilst executing work procedures
- Mentoring the team in promoting & supporting organizational policies, procedures, standards of ethics and integrity
- Developing a team-based work environment, establishing performance expectations and conducting regular performance evaluations of the employees
- Analysing and eradicating barriers hindering business performance and maintaining an environment supporting continuous learning & growth
- Streamlining operations and improving quality within all aspects of the organization and increasing productivity by creating and building a strong business minded team to assist in growing the business
- Imparting leadership skills, service awareness & brand vigour amongst the employees to ensure high performance & competence maintaining an edge over the competitors standards and analysing business market & probable sales volumes
- Conducting market research, understanding consumers' approach and directing marketing teams in executing brand marketing
- Providing wide range of products & services tailored to meet specific needs & activities of the customer

## SKILLS

Microsoft Office

SEO Expertise & Social Media Marketing

Sales Forecasting

International Communications

Workflow Optimization & Management

CMS Webshop Management

Workflow Optimization & Management

Marketing Management

Training & Development

P&L Analysis & Management

Brand Alignment

Product Development

Brand Strategy

Performance Management

Customer Service

Team Leadership

Business Development

Market Research Analysis

Client Relationship Management

Quality Assurance

Consumer Forecasting



Antistatic ESD Solutions  
HQ-Belgium



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Turkey



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2007  
2005

## ELECTROSTAT AARTSELAAR, BELGIUM

CO-FOUNDER & CO-OPERATIVE PARTNER

SECTOR:

**Technology, Electronics, Automotive, Semiconductor & others**

SKILLS:

**Time Management, Taking Decisions**

MAJOR CLIENTS:

**Continental Automotive Systems worldwide**  
(Courses given in Texas, Shanghai China, Veszprém Hungary, Mechelen Belgium)  
**AIB Vinçotte, Esselte, Niko, Federale Police, Sabca**

- Liaised with potential clients for business development and exhibited effective negotiation & diplomatic skills
- Analysed business performance and implemented timely performance checks on operations
- Managed and implemented strategic plans to attain targets
- Evaluated performance against the set objectives by competitive market insight and conducted evaluation
- Devised marketing plans and seasonal consumer promotional activities to stand out as a market leader
- Developed strategies to enhance standards as well as devised contingency plans to manage unforeseen circumstances
- Directed & coordinated the sales and marketing functions of the company and organized campaigns to gain higher revenues & profits
- Established measurable goals and enhanced the ongoing development of the company
- Forecasted sales strategy and coordinated selling cycle & methodology
- Monitored the deployment of goods & supplies
- Developed research concepts and liaised with distributors & sales team to implement consumer promotions
- Developed innovative strategies to implement marketing activities

2005  
2002

## BOCO WJNEGEM, BELGIUM

KEY ACCOUNT MANAGER

SECTOR:

**Rental and Maintenance Work and Safety Clothing**

SKILLS:

**Time Management, Taking Decisions**

MAJOR CLIENTS:

**Electrabel Netmanagement, Telenet, Ministerie Vlaamse gemeenschap, BMW, Toyota, BIFFA, Terumo**

- Reported directly to the Director
- Negotiated and signed major contracts with BELGACOM, a 3 yr contract with Terumo
- Ensured the provision of post sales services to clients
- Communicated & fortified relationships with existing & new clients
- Strategically planned & recovered former clients contributing to reduction in marketing & client service costs
- Responsible for debt recovery from arrears
- Liaised with prospective customers in search of customised solutions to cater their needs
- Associated with customers & production department and ensured that customer needs are met in compliance with the established procedures
- Specialized in training ESD (electrostatic discharge) and assisted representatives during customer visits
- Conducted statistical analysis of the projects to ensure safety for negotiations

## ACHIEVEMENTS

- **Initiator and implementer** of the International ESD program of Continental Automotive Services 2005
- **Achieved a 'Corporate Award'** for being the major supplier of products
- **Successfully attained 80% of Sales target value** by implementing Electrostatic Discharge in the Belgium Division while working with BOCO, Haniel Group
- **Tactfully negotiated and signed major contracts** with BELGACOM including a 3 yr contract with Terumo

## ESD QUALIFICATION TRAININGS

- Alsico High Tech NV
- INSA - Information Network Security Agency
- INTERFLUX DANMARK ApS
- NCMS - National Company for Mechanical Syst.
- Simpex Electronic AG
- Totech Europe BV
- Widaco

## ESD WORKPLACE ANALYSIS / AUDIT

- AMS Sensors Belgium
- Colruyt Group
- Esterline Belgium
- EuroQ c/o Continental AG
- Miracor Medical SA
- SABCA

## ESD TRAINING

- Dalcon Eurostat
- Elsevier/BNT 1
- Elsevier/BNT 2
- OTTI Kolleg, Germany
- Siemens ESDS
- Warmbier



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Antistatic ESD Solutions  
Turkey



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## 2002 2000

# SIEMENS ESD & CLEANROOM SERVICES

## RHENEN, THE NETHERLANDS

INDEPENDENT CONSULTANT

**Offering solutions for electronic manufacturers by selling them the correct materials**

SECTOR:

**Technology, Electronics, Automotive, Semiconductor & others**

SKILLS:

**Time Management, Make Decisions, Take Action**

MAJOR CLIENTS:

**Continental Automotive Systems, E.D.n.A., Siemens Belgium, Alcatel, Barco**

- Extensively involved in Business Development activities by holding meetings with potential clients.
- Responsible for creating an additional sales region for the Netherlands based division
- Developed and implemented brand promotional activities enhancing brand credibility
- Designed commercial strategy for the company and nurtured relationships with keyclients.
- Forecasted product requirements by analyzing market & competitors and aimed at achieving best possible revenues for diverse product lines
- Identified and promoted business as well as penetrated into new markets and enhanced business development through formal presentation
- Worked closely with the team members in the sales channel to ensure the achievement of target.
- Established and implemented short & long term departmental goals and operating procedures
- Supervised the preparation and delivery of sales materials to organise promotional programs.
- Nurtured relationships with partners, vendors and distributors.
- Recommended and administered policies & procedures to enhance operations

## INTERESTS



## REFERENCES

### IOP INSTITUTE OF PHYSICS

British Scientific Society of Physics  
United Kingdom

### DR. P. MAWICK

NSP  
Germany

### MARC LAMBOTTE

CEO Agoria  
Belgium

### DR. J. SMALLWOOD

iNARTE Engineer  
Chairman IEC/TC 101  
United Kingdom

### R. PFEIFLE

iNARTE Engineer  
Warmbir  
Germany

### T. VIHARIKOSKI

iNARTE ESD Engineer  
Cascade Metrology  
Germany

### E. KUBECK

iNARTE Engineer  
KVT Canespa  
Germany

### PROF. DR.LUC VERSCHAEVE

Scientific Institute of Public Health  
VITO Flemish Institute  
Belgium

### MATT STRICKLAND

EOS/ESD Association, inc.Health  
United States

### IVENT

Department of Defense  
The Netherlands

### Alsico

Ronse, Belgium

### Bekintex NV

Bekaert, Belgium

### AMS Sensors

Belgium

### CWS

Miskolc, Hungary

### Barco

Poperinge, Belgium

### Continental Teves Frankfurt

Germany

### ICOS

Belgium

### Boco

Wijnegem, Belgium

### Continental Teves Veszprém

Hungary

### Sabca

Belgium

### Temic Budapest

Hungary

### Vandeputte Wiirijk

Belgium

### Tawazun Dynamics

EPICOS  
Abu Dhabi - UAE

### NCMS

Saoudi Arabia

### INSA

Information Network Security Agency  
Ethiopia

## EDUCATION

### 1972 - 1985

- Informatics B1  
Technicum, Antwerpen
- Informatics B1  
KTA, Hoboken
- Photography A1  
Technicum, Antwerpen
- Photography A2  
Coloma Institute, Mechelen
- Secondary School Science  
St. Rita College, Kontich, Belgium

## PERSONAL INFO

- January 3rd, 1962  
Date of Birth
- Belgian  
Nationality
- Male  
Gender
- In relationship  
Marital status
- Belgian  
Driving License