

# Steven Piessens

Strategic Marketing Consultant (self-employed) / Founder at Málaga Masterclass and Málaga Droomhuizen

steven@oratore-consulting.com

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## Summary

- > Self-employed consultant with a strong track record in business strategy and strategic/digital marketing and communications. Working for fast-growing companies and agencies in Belgium, the UK, the Netherlands, Sweden, Spain and US California. Visit [www.oratore-consulting.com](http://www.oratore-consulting.com).
  - > Founder at Málaga Masterclass, we make masterclasses, seminars and meetings an unforgettable experience in sunny Málaga. Visit [www.malagamasterclass.com](http://www.malagamasterclass.com).
  - > Founder at Málaga Droomhuizen, free online newsletter about luxury properties and lifestyle in Málaga and Marbella for the Dutch speaking market. [www.malagadroomhuizen.com](http://www.malagadroomhuizen.com).
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## Experience

### **Managing Owner at Oratore Consulting**

January 2010 - Present (7 years 3 months)

Self-employed marketing advisor and coach for entrepreneurs and marketers. Strong track record in building, coaching and innovating (digital) marketing, communications and public relations projects and teams for SMBs, large enterprises, startups, nonprofits and marketing agencies. English, Spanish, French and Dutch-speaking. Working from sunny Málaga for clients in the Benelux, the UK, Sweden, Spain, US California...

### **Founder at Málaga Droomhuizen**

January 2017 - Present (3 months)

Op zoek naar je droomhuis onder de zon? Bezoek [malagadroomhuizen.com](http://malagadroomhuizen.com), registreer en ontvang elke maand onze gratis nieuwsbrief over droomhuizen, wonen en genieten in Málaga en Marbella.

### **Founder at Málaga Masterclass**

December 2016 - Present (4 months)

We make masterclasses, seminars and meetings an unforgettable experience in sunny Málaga.

Málaga Masterclass offers unforgettable professional training accommodations and experiences in sunny Málaga. We are proud of our selection of the best experts with their best masterclasses, the most inspiring training locations and the reasonably priced all-in packages. Low cost airlines take you in 2,5 hours from Brussels, Amsterdam, London, Paris or Berlin to Málaga city. Bienvenidos¡¡

### **Founder (sold all activities successfully in December 2014) at Mediatrainer.be**

March 2011 - December 2014 (3 years 10 months)

Leading media and crisis training centre in the heart of Europe in Brussels. Since 2011 we have trained over 250 spokespeople in English, French and Dutch for interviews seen by more than 10 million people.

**Account Director at Leads United**

July 2008 - January 2010 (1 year 7 months)

- Strategic consulting in PR, crisis and internal communications
- Strategic advisor in online PR (Blackline)
- Stakeholder & opinion management
- Sparring partner spokespersons and managers
- New business/ideas development
- Communications training & brainstorming in LeadS'cool

**Visiting Lecturer at Ghent University**

October 2001 - January 2010 (8 years 4 months)

Crisis Communications  
Strategic Communications  
Conversational Marketing

**Director Communication Advisor at Groep C**

January 2007 - June 2008 (1 year 6 months)

Strategic Communications  
Crisis Communications  
Press Relations Advice  
Stakeholder Management  
Account Management  
Manager C-academy  
New Biz Director  
Trainer in communications, public speaking & tv interviews

**Press, PR & Media Consultant at Flexus Media**

January 2006 - December 2006 (1 year)

Crisis communication management in Airlines and Travel  
Brand strategy in Retail  
Press and media consultancy in Government Department  
Press and PR consultancy in important Non-Profit Organisation  
Corporate videos and ads for Broadcast Media (VRT Eén, Canvas, StuBru, Radio 1 and 2, Donna)  
New Business strategy and management

**Executive Communication Advisor at Groep C**

January 2003 - December 2005 (3 years)

Press & PR advisor in large scale mobility projects & infrastructure projects:

- Masterplan Mobility Antwerp
- Renewal of the Antwerp Ring Road
- Public Transport, Waterways, Public Roads
- Crisis Communication advisor
- Communication strategy development

### **Communication Advisor at NMBS (Belgian Railways)**

September 2000 - January 2003 (2 years 5 months)

High-speed Railway Brussels - Antwerp - Amsterdam

Press, PR & Media advisor

Spokesperson

Opinion management

Public hearings

### **Projects**

#### **iValue.be**

January 2016 to April 2016

Members: Steven Piessens, Jacob Eeckhout, Wim Berghmans, David Dockx, Marc Gulinski, Melissa Martens, Maarten Menten, Romina Battaglia, Assia Loutfi, Alex Yip, Sander Raven, Carolien Van Eynde

Ad interim project management and strategic business advice for a fast growing online marketing agency (self-employed).

#### **Voice agency**

September 2013 to June 2015

Members: Steven Piessens, Julien Brasseur, Karel Goethals, Annemie Verschueren, Laurent Cliquet, Hubert Canart, Fiona Boyle, Melanie Chamaah

Business Profiler - Business Development Manager (self-employed)

Voice is the first Belgian agency fully dedicated to Conversational Marketing & PR. Founded in 2008, Voice manages online conversations for companies ready to engage with their customers, employees, journalists, bloggers and other influencers. To make brands conversational, Voice uses social media, social PR and web.

We work for Siemens, Sibelga, ING, Delhaize Group, Securex, ASICS, Waterloo2015, Partenamut, EU Parliament, Docks Bruxsel, MoneYou Belgium (ABN AMRO) and other 'conversational brands'.

#### **Wolvenberg**

November 2015 to April 2016

Members: Steven Piessens, Wouter Adriaensen, Mark Heylen

Strategy, planning and execution to build a Facebook community around Passion For Cycling.

#### **Strategic Communications Advisor (pro bono) to dr. Luc Colemont (Stop Darmkanker/Stop Colon Cancer)**

December 2012 to Present

Members: Steven Piessens, Luc Colemont

Strategic Communications Advisor (pro bono) to dr. Luc Colemont, specialist gastroenterology and Belgian thought leader in the battle against colon cancer with his nonprofit Stop Colon Cancer (Stop Darmkanker in Dutch).

**Strategic Communications Advisor (pro bono) to Yamina Krossa at Benetiet.be**

July 2014 to Present

Members: Steven Piessens, Yamina Krossa

Strategic Communications Advisor (pro bono) to Yamina Krossa in her battle for a better reimbursement after breast reconstruction using body tissue.

**Attentia: Net Engagement Score**

September 2012 to Present

Members: Steven Piessens, Paul Van Cotthem, Joris Vanholme, Petra De Roos, Harry Demey, Stijn Meyvaert, Kristin Berckmans

Internal & external communications: PR strategy, training spokespeople, video film, strategic consultancy...

**OLV Ziekenhuis Aalst**

February 2013 to Present

Members: Steven Piessens, Chris Van Raemdonck, Karla Lefever

Freelance Strategic Communications Advisor

**VDAB**

2012 to Present

Members: Steven Piessens, Anneke Ernon, Carry Van Middel, Bartelijne van den Boogert

Workshops & training spokespeople

**Nuvonet**

May 2012 to Present

Members: Steven Piessens, Dann Rogge, Paul Van Cotthem

PR-strategy, concept and coordination video film, strategic communications advice, media training...

**Karel de Grote Hogeschool**

2012 to Present

Members: Steven Piessens, Veerle Bogaert, Annemie Marien, Jesse Verleije, Dirk Broos

Strategic consultancy: brainstormings, concept animation video, internal communications plan, strategic messaging...

**Topsport Vlaanderen**

2012 to Present

Members: Steven Piessens, Jul Clonen

Media training sessions for sportspeople

**Plateforme**

September 2012 to September 2013

Members: Steven Piessens, Bruno Duvillier, Simona Picciau

Business development in the Benelux for Plateforme, European leading speaker bureau (Paris-based).

**Mynewsdesk.com**

October 2012 to December 2013

Members: Steven Piessens, Heidi Marie Nömm, Jonathan Bean

All news releases and other PR and marketing content are presented in a comprehensive, user-friendly social media newsroom. All information published in the newsroom is search-engine optimized and can be instantly synched and uploaded to social media platforms such as Facebook, Twitter, Flickr, and Wordpress. The platform also allows companies to find, connect, and engage with the key influencers who are interested in the company's information. From now on also available in the Benelux countries through Oratore Communications.

### **REstore**

November 2012 to Present

Members: Steven Piessens, Paul Van Cotthem

PR Consultancy in Belgium

REstore is a rapidly growing Demand Response Aggregator.

For industrial electricity customers, REstore brings substantial discount on the electricity bill, with no upfront investments. We do that by shifting electricity consumption intraday and by avoiding peak demand, without any impact on the industrial process.

For power utilities, grid operators and renewable energy producers, we offer balancing capacity and balancing energy through steering of electricity demand. Our cutting-edge, automated Demand Response technology platform Flexpond™ optimally aggregates large sets of flexible industrial loads, such that we can offer more cost- and carbon efficient balancing power than current power plants.

### **VDAB**

December 2012 to Present

Members: Steven Piessens, Anneke Ernon, Joris Philips

Issue and crisis communications planning and training.

### **Loslopend Wild**

November 2009 to August 2013

Members: Steven Piessens, Miek Gielkens, koen phlips, emanuel maes

Loslopend Wild was een pro bono denktank voor uitgesproken communicatie. Bedankt aan alle vrijwilligers voor de inzet en blijf vooral goede doelen steunen!

Zelf blijf ik elk jaar een VZW of NGO met een goed doel coachen en begeleiden op het vlak van communicatie.

### **Founder Opiniewolven**

June 2013 to September 2014

Members: Steven Piessens, Nathalie Lubbe Bakker, Alexander Maertens, Arnold Vonk, Rita Raets, Wouter Crucke, Wouter Adriaensen, Jeffry Baecker, Senne Dehandschutter, Sandra De Millianoth, Thomas Cassiers, Chris Decroixlodi, Lodi Planting, Stef Kuypers, Elke Van Parys, Patrick Meekers, Michele Mees, Sofie-Ann Bracke, Wim Vanderstraeten, Thomas Van Orshaegen, Cedric Deweeck, Joeri El Hazimi, Cyriel Kortleven,

Theo Vaes, kitty Weynkim, Kim Milants, Saskia Smet, Jonas Van de Steene, Jonas Slaats, Guy Ooms, Guy Meuris, Luc Colemont, Inge Geerdens

Opiniewolven ('Opinion Wolves' in English) was an online video storytelling platform for experts, entrepreneurs, creatives, scientists and thinkers with opinions worth spreading.

After 50 videos and +60,000 views the project achieved its goals. Watch some videos on Youtube ([youtube.com/Opiniewolven](http://youtube.com/Opiniewolven))

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## Publications

### **The future of PR lies in... Mars**

LinkedIn May 9, 2014

Authors: Steven Piessens

Stand out with a better story. Make your idea matter. The crowd will pick up on it and word-of-mouth will do its work. PR is not dead. PR is flying high. Ask Red Bull's space diving project. Although it's not about the content itself, it's about the value you create with the content through social PR.

### **Do you have what it takes to be an opinion former?**

LinkedIn May 26, 2014

Authors: Steven Piessens

In the battle for attention in this overmediatised world, opinion formers are in pole position. These days, companies, governments and organisations tend to communicate more and more and with greater agility too. Yet, it is becoming increasingly difficult to get traction in the media. Breaking news appears on social media sites long before spokespeople arrive at television studios. That said, a select few seem to always have easy access to the news media: they are 'opinion formers'. What's more, they are afforded the time to analyse and express their opinions in-depth. And often they are even invited by the media (and sometimes paid) to do so.

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## Courses

### **Independent Coursework**

Private language courses: Business English, French and Spanish.

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## Honors and Awards

### **Best Student Award - Business Management & Multilingual Corporate Communications**

Highschool of Ghent

June 2000

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## Volunteer Experience

### **Founder / Consultant at Loslopend Wild**

January 2011 - December 2013

Loslopend Wild is een denktank voor uitgesproken communicatie. We zijn met 4 en komen uit verschillende communicatiebiotopen: Miek Gielkens (Leads United - A Lewis Group Company), Koen Philips (Glue.be), Emanuel Maes (helena.be & TheMailMen) en Steven Piessens (Oratore Communications en Mediatrainer.be). Geregeld hokken we samen met onze uitgesproken meningen, ideeën en projecten.

**Advisor strategy, marketing & PR at Stop Darmkanker VZW olv dr. Luc Colemont**

January 2013 - Present

**Adviseur at Benetiet.be**

September 2014 - Present

**Advies & training in communicatie, media & marketing at Chirojeugd-Vlaanderen vzw**

January 2012 - December 2013

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## Skills & Expertise

**Corporate Communications**

**Strategic Communications**

**Public Relations**

**Entrepreneurship**

**Marketing Communications**

**Strategy**

**Copywriting**

**Public Speaking**

**Social Media**

**Marketing**

**Online Marketing**

**New Business Development**

**Crisis Communications**

**Internal Communications**

**Training**

**Advertising**

**Executive media training**

**Conversational marketing**

**Stakeholder Management**

**Digital Strategy**

**Business Development**

**Start-ups**

**Business Strategy**

**Digital Marketing**

**Social Media Marketing**

**Media Training**

**CEO coaching**

**Guest Lecturing**

**Event Management**

**Coaching**  
**Journalism**  
**Facebook**  
**Management**  
**Leadership**  
**Communications Planning**  
**Brainstorming**  
**Creativity**  
**Media Skills Training**  
**Reputation Management**  
**Blogging**  
**Publishing**  
**Storytelling**  
**New Media**  
**Content Management**  
**Community Management**  
**Media Relations**  
**Online Advertising**  
**Social Networking**  
**Marketing Strategy**  
**Press Releases**

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## Languages

<b>Dutch</b>	(Native or bilingual proficiency)
<b>English</b>	(Full professional proficiency)
<b>French</b>	(Full professional proficiency)
<b>Spanish</b>	(Professional working proficiency)
<b>German</b>	(Limited working proficiency)

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## Education

### **The Free University of Brussels**

Master, Master of Science in Communication, 1995 - 1999

Grade: Cum laude

Activities and Societies: Internship as a copywriter at Personal Copy (Paul de Groeve)

### **Ghent University**

Postgraduate, Business Management & Multilingual Corporate Communications, 1999 - 2000

Grade: Magna cum laude + Best Student Award

Activities and Societies: Internship at Klein Barnum (business theater and simulations)

### **RITS School for audiovisual and performing arts**

Free student, Audiovisual Arts and Journalism, 1994 - 1995

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## Interests

New Business Development, Business Consultancy, Business Strategy, Entrepreneurship, Digital Communications, Online Marketing, Social Media, Public Relations, Corporate Communications, Media Training, Copywriting, Online Video, Public Speaking, Paid Owned Earned Media Strategy, Social Media Marketing, Content Management, Community Management, Conversation Management, Training, Coaching

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## Organizations

### **Stop Darmkanker / Stop Colon Cancer**

Advisor (pro bono)

December 2012 to Present

[www.stopdarmkanker.be](http://www.stopdarmkanker.be)

### **Benetiet**

Advisor (pro bono)

January 2015 to Present

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## 40 people have recommended Steven

"Steven helped iValue ad interim as project manager. He is a strong communicator and very aimable person. Steven connects with everyone in a team. He has a lot of experience in communication strategy and can rely on a strong network of experts. If you're in communication/marketing, I'm convinced Steven can add value."

— **Jacob Eeckhout**, *Founder & CEO, iValue.be*, worked directly with Steven at Oratore Consulting

"Steven advised us on the PR and communication strategy for Nuvonet. He can translate a 30000 feet view into ground reality and vice versa. A quality that I like very much is that Steven sticks to his point of view, even if he is pushed back by his clients. A token of self confidence and authenticity."

— **Dann Rogge**, was Steven's client

"Several of my customers have chosen to work with Steven as an advisor for their PR strategy, based on my recommendation. He is a true thought leader in PR and conversational marketing, trustworthy and goal-oriented. He is a strategic and creative thinker, and author of several books. Next to his PR expertise, I value Steven as an entrepreneurial business developer, initiating several startup projects. Great guy!"

— **Paul Van Cotthem**, was with another company when working with Steven at Oratore Consulting

"I am very pleased that Steven has joined the Plateforme network and will now act as our representative in the Benelux markets. Steven has a great understanding of the role and importance of opinion leaders and he is himself an "agent of change". I am sure that through our collaboration Steven will bring new breakthrough talents in the conference market in the Benelux."

— **Bruno Duvillier**, was with another company when working with Steven at Oratore Consulting

"Steven is a strong media trainer and the perfect coach for your spokes person."

— **Philippe De Puydt**, was a consultant or contractor to Steven at Oratore Consulting

"A crisis always comes unexpected and hits you at the worst moment. While you try to get everything under control again, your stakeholders want answers, and they want them now. The only way out is be prepared,

have a proper crisis plan and crisis communication plan. If you want a seasoned professional to help you get it right the first time, or even better have a proper risk management plan to prevent crises, then you need someone like Steven Piessens and Crisitrainer.be Nick Orbaen Corporate Communication Strategist"

— **Nick Orbaen**, was Steven's client

"Je buurman, je beste vriend... Geen titel van een boek, maar de manier waarop ik Steven leerde kennen. Het klikte van het eerste moment. Steeds aanspreekbaar, steeds behulpzaam; op het juiste ogenblik, het juiste advies. Goud waard ! En als je -zoals ik- een strijd tegen darmkanker voert, is hij de perfecte partner in crime. Geen woorden, maar daden, Txs Steven."

— **Luc Colemont**, was with another company when working with Steven at Oratore Consulting

"Steven is a true strategic communication professional with great experience and maturity. He is dependable, flexible and nice to work with. I particularly love his enthusiasm, his 'out-of-the-box' way of thinking, his drive of getting things done and his warm heart."

— **Raf Stevens**, was with another company when working with Steven at Oratore Consulting

"Ik ben erg tevreden om toe te treden tot de @Opiniewolven. Ik heb nu alvast weer een mooi filmpje om te delen + een aantal artikels waar ik uit kan putten. Verder heb ik al goed gebruik kunnen maken van de werkplek bij Idealabs. Dus zeker een aanrader om zelf ook Opiniewolf te worden."

— **Cyriel Kortleven**, was with another company when working with Steven at Oratore Consulting

"Steven Piessens heeft een strategisch én toch hands-on crisiscommunicatieplan opgesteld op maat van VDAB. Het is een didactisch handboek geworden die een leek gidst langs de wolfijzers en schietgeweren van crisismanagement. Opmerkelijk is dat hij zijn handboek bewerkbaar maakt, zodat we het zelf nadien kunnen blijven actualiseren. Tijdens een workshop heeft hij ook de directie door het handboek geloodst en hen overtuigd van het nut van crisisplanning. Bij het plan hoort ook een crisiskaartje voor de medewerkers. Tot slot volgde een opleiding en coaching voor onze (crisis)woordvoerders. Een adres voor elke organisatie of bedrijf dat zich wil voorbereiden op issues en crisissen: [www.crisistrainer.be](http://www.crisistrainer.be)"

— **Joris Philips**, was Steven's client

"Steven heeft bij mij een stage gedaan en was ook een van mijn leerlingen voor het keuzevak 'copywriting' aan de Hogeschool Gent. In beide gevallen viel hij op door zijn talent als tekstschrijver. Een man om in de gaten te houden!"

— **Paul de Groeve**, managed Steven at Oratore Consulting

"Lees allen het boek Hoe word ik opiniemaker? van Steven Piessens. Het is heel toegankelijk geschreven en bevat zeer nuttige tips voor experts die meer aandacht verdienen. Steven is op zijn beurt opinieleider op het gebied van online conversation management. Met hem en zijn Opiniewolven heb ik al een aantal keren mogen samenwerken, wat telkens leidde tot nieuwe inzichten en uitvoerbare ideeën."

— **Arnold Vonk**, was with another company when working with Steven at Oratore Consulting

"Really nice client. Open to anything and trustworthy. I'll vouch for him any time!"

— **Jeffry Baecker**, was a consultant or contractor to Steven at Oratore Consulting

"Steven Piessens is a very capable communications strategist who's professional advice is a true asset for all of your communication projects. Steven has the talent to translate complex issues into comprehensible strategies that reach their goals. Besides that Steven is a very nice person with a wide range of interests, which makes him our preferred communication partner to work with."

— **Saar Dietvorst**, was Steven's client

"Met dank aan Steven ben ik lid geworden van Opiniewolven. Dit is een degelijk online platform waarbij nieuwe opiniemakers een stem krijgen. Een zeer goed en nuttig initiatief!"

— **Lodi Planting**, was with another company when working with Steven at Oratore Consulting

"Steven is a very experienced and inspiring colleague and a pleasure to work with. He understands the ability to listen, interact and create in a very short time achieving great results for several clients. Always willing to share his knowledge, Steven has been a great help so far in my career."

— **Mathias Pattyn**, worked directly with Steven at Oratore Consulting

"“Steven is a rare combination of intelligence, charisma, and effort. His creative thinking and storytelling abilities are exceptional.”"

— **Ellen A. Heinrich**, was Steven's client

"Steven is a media expert whose effective trainings really help you gain confidence if you have no experience with media."

— **Kristel Bracke**, was Steven's client

"Steven gaf me medatrainning. Zelden kreeg ik een training die zo meteen praktisch bruikbaar was en die me een duidelijk zicht gaf op mijn persoonlijke leerdoelen voor de toekomst. De communicatie van de Chiro was al meteen na de training beter dan ooit!"

— **Hans Bouwen**, was Steven's client

"It has been a real pleasure working with Steven. Highly recommended!"

— **Tim Christiaens**, was Steven's client

"Een kwalitatief sterke training op maat van de klant. Hebt u minder achtergrond? Geen probleem voor Steven. Hij past de training aan naar uw niveau én tilt die steeds hoger. Steven schotelt heel goeie en leerrijke oefeningen voor die je steeds uitdagen om nog een stap verder te gaan. Je krijgt waardevolle feedback en wordt goed gecoacht. Wie verder wil groeien in zijn rol als perswoordvoerder zit bij mediatrainer.be goed."

— **Merijn Van de Geuchte**, was Steven's client

"Steven biedt zeer bruikbare informatie over het ageren als perswoordvoerder. Zijn training is sterk persoonlijk gericht en over de hele lijn bruikbaar en leerrijk. Steven coacht prima tijdens de vormingen en geeft waardevolle feedback waardoor leerkansen optimaal gebruikt worden. Wie een sterke trainer zoekt om te groeien in perswoordvoederschap zit bij Steven zeer goed."

— **Benjamin Vandervoort**, was Steven's client

"Steven Piessens is een communicatieadviseur die communicatie ruim interpreteert als middel om projecten in beweging te zetten. Hij is voor zijn klanten een geëngageerd, enthousiast en overtuigend consultant met een interessant netwerk. Een aanrader voor elke ondernemer die op zoek is naar een klankbord voor strategische communicatie."

— **Dieter Honoré**, was Steven's client

"I had a Media Training with Steven, and thanks to his professional approach and commitment this, has been a successful day, during which I learned a lot."

— **Johan Vanhulle**, was Steven's client

"We have been working with Steven and his company since 2009 in order to optimise our Press Relations. Recently he has done a very excellent job with out 'Dag van de Ingenieur'. He has giving perfect advise in the set up of our Barometer and how to get more results. He advised us to get a well-known entrepreneur to support our project and last but not least he created, with us, our core messages towards the press. We never had more press coverage than this year. Radio, television and all the written press took up our message! Thanks Steven for a more than superb job!"

— **Saskia Kinds**, was Steven's client

"Steven is a real communications professional in the way that he truly takes time to understand the context and the objectives of the client and then is able to match this with a clear strategy, tactics and objectives."

Steven is both creative and professional and has the amount of experience needed to make him a real Communication Counselor. I would recommend him to colleagues and peers without hesitation."

— **Philippe Borremans**, was with another company when working with Steven at Leads United

"Met heel veel plezier heb ik samengewerkt met Steven in zijn rol als Account Director voor Start People. Zijn niet-aflatende stroom ideeën en creativiteit zetten de marketing- en communicatieprocessen in beweging en leiden altijd tot resultaat. Steven communiceert gemakkelijk op alle niveaus en weet zijn creativiteit goed samen te laten gaan met een professionele aanpak; dit blijkt o.a. uit de manier waarop hij moeiteloos switcht tussen strategische en operationele onderwerpen. Ook is hij in staat om snel in te spelen op de actualiteit en daarnaast de tijd te nemen voor brainstorming om nieuwe paden te verkennen. Ik zal in de toekomst graag opnieuw met Steven samenwerken."

— **Marjan Van Kasteren**, was Steven's client

"I had the opportunity to work with Steven over a 2 ½ period when he did agency and consulting work for my previous employer. Steven brought excellent knowledge, experience and passion for communications to every project that we worked on together. He combines strategic vision with a pragmatic approach to getting things done. In my experience, he meets the organization where it is while at the same time always challenging the status quo and pushing to do things better. It has been a pleasure to work with him and I would definitely recommend working with him in the future."

— **Jeffrey Schenck**, was Steven's client

"I have known Steven as a trainer as well as a senior consultant and sparring partner. He is a result-driven communication expert and PR professional. He has a good instinct for business opportunities and a strong understanding of and feeling for the organization's stakeholders. Steven has a clear vision on strategic communication. He is creative, committed team player with solid values."

— **Caroline Van Camp**, was Steven's client

"Steven is clear in his briefings, yet not afraid to empower people. It was a pleasure to work with and for Steven"

— **Jibbe Van Oost**, reported to Steven at Leads United

"Steven is a fluent, confident speaker and a highly proficient communication expert, able to enthuse students in a creative, original and structured way."

— **Ellen Van Praet**, was Steven's client

"Steven is een gedreven persoon met zeer sterk inzicht in het formuleren van boodschappen en omgang met media. Dankzij zijn presentatieskills is hij eveneens sterk in het geven van opleidingen. Voor de door hem georganiseerde opleidingen kreeg Groep C een Qfor-kwaliteitsbeoordeling van 100%."

— **Noël Slangen**, managed Steven at Groep C

"Ik ken Steven Piessens als een geëngageerde professional met een solide communicatiebasis en vooral zeer sterke opleidingskills. Hij kan zeer overtuigend presenteren voor grote en kleine groepen."

— **Bart Derison**, worked directly with Steven at Groep C

"Als lesgever kan Steven een groep enthousiasmeren. Hij koppelt professionele presentatievaardigheden aan een doorgedreven kennis van strategische communicatie. Steven is een communicatieprofessional pur sang."

— **Stefan Coucheir**, was Steven's client

"Steven did a great job in developing a scenario and writing copy for a video production for our client DEME, the dredging company."

— **Johan Kuppens**, was Steven's client

"We've had Steven as a keynote speaker on communication planning. His speech was interesting and entertaining and got very good feedback of our audience."

— **Tim Vanheers**, was Steven's client

"Steven is een uitmuntend lesgever, die complexe materie gefaseerd en op een aangename manier kan overbrengen op een divers publiek. Zijn tweede grote sterkte is zijn vlot klantencontact. Hij slaagt er als geen ander in om, door de uitbouw van een breed en diepgaand netwerk, nieuwe klanten aan te brengen."

— **Roel Ruttens**, worked indirectly for Steven at Groep C

"Steven is erg gedreven en neemt zijn vakgebied ernstig. Hij is iedereen steeds een stap voor. Het was prettig samenwerken met Steven voor professioneel PR-advies!"

— **Leen Du Bois**, was Steven's client

"Ik ken Steven als een gedreven, ervaren communicatie professional die er steeds in lukt zijn deadlines te halen, ook onder zware druk. Toen we samen werkten aan de communicatiestrategie van één van de grootste infrastructuurprojecten in Vlaanderen genoot ik vooral van Steven's strategisch inzicht gekoppeld aan een knap taalgevoel. Steven vertaalde ingewikkelde dossiers in duidelijke en begrijpbare boodschappen naar de verschillende doelgroepen en stakeholders. Ik zag hem verder uitgroeien tot een communicatiestrategie

die de rol van communicatie in het besluitvormingsproces van een organisatie naar een hoger niveau wilt tillen. Mochten onze wegen zich professioneel opnieuw kruisen zal ik met genoegen met hem samenwerken."

— **Nick Orbaen**, worked directly with Steven at Groep C

"Steven was steeds een gedreven en enthousiaste collega. Samen hebben we heel wat communicatietools uitgewerkt voor de infrastructuurcommunicatie rond de hsl noord, het werkspoor in Ekeren en de Antwerpse noord-zuidverbinding. Hoogtepunten waren de opening van het infopaviljoen in Brecht, de Werfexpres, de opendeurdag in de hsl-koker van het Peerdsbos en het 1ste tunnelevent in Antwerpen-Centraal."

— **Geert Dierckx**, worked directly with Steven at NMBS (Belgian Railways)

[Contact Steven on LinkedIn](#)