

## SUMMARY

---

- Strong **know-how** in Strategy - People Management – Lean Manufacturing & operational excellence – Change management – Crisis management – Growth management
- **Positive work experience** in multinationals, small & medium companies and start-ups
- **French and English** – excellent command

## ASSETS

---

Leadership – Creativity– Autonomy - Positive mindset – Analytical skill combined with intuition

## WORK EXPERIENCES

---

### Today **WOW Company International** CEO

*We believe in the technology serving people and respecting nature to create machines that produces waves and simulates the ocean in a pool - [www.wowcompany.com](http://www.wowcompany.com)*

**Clients** : NASA, Marine universities, Army ( rescue centers), Waterparks, Campsite & Resorts, animal parks, Aquariums ...

### Today **ID-Concept** Founder & Owner

*ID-CONCEPT is a Belgian company specialized in Executive Coaching, Consultancy and Executive interim Management - [www.id-concept.be](http://www.id-concept.be)*

**Coaching for** : transformation / evolution / change management / top managers

**2013-Present 'DefiCroissance'** for the **UWE** (Union Wallonne des Entreprises)

- Follow-up of more than **20 medium-sized companies** (from 25 up to 550 people)
- **Growth strategy**: Goal / objectives / resources alignment / key action plan
- **Specific missions** : Diagnostic / Performances optimisation / Best practices / Marketing / Technical advice / Help to raise capital ...
- **Companies from various industries**: Biotechnology / Renewable Energy / Automotive (supplier) / Machinery construction / Chemical / Wood / Composite / Food / Construction / Metal products

---

### 2008 – 2010 **Recticel Gilly** General Manager

*Recticel is one of the top-three worldwide polyurethane foam manufacturers active on the following markets: Automotive, Bedding, Flexible foam, Insulation.*

**General Management** of 3 plants (2 in Belgium and 1 in the UK) acting as Tier II for the **Automotive** Industry. The companies were in distress. We stopped the financial problems and at the same time we improved the overall performances of the plants. The results were fast and sustainable. The companies could therefore be sold to an entrepreneur for a better future.

Mission : Restructuring of the plants. Improvement of the results & performances.  
Selling the plants.

Team : 125 people

Customers : AGC/Guardian (OEM: PSA/Volkswagen/Renault/Jaguar/Opel)

---

### 2003 - 2006 **AGC Automotive**

*AGC Automotive is a Japanese company, worldwide leader, producing and selling automotive glass for the OEM and the aftermarket replacement market.*

### 2006 **AGC Automotive CZ** Executive Change Consultant (Czech Republic – Teplice )

**Integration** of the plant into AGC Automotive Europe. **Change** management, implementation of the **best practices** and **lean manufacturing** in order to bring the performances to the '**World Class**' level.

Mission : Strategic diagnostic / Change Management/ New organisation / Action plan

Team : 700 people

Customers : Skoda/Volkswagen/Opel/Mercedes

**Daniel IANNELLO**, Rue Surfossé 58 - 4621 Retinne - Belgium  
born in 1969, 4 children, +32(0)474891691 [dia@id-concept.be](mailto:dia@id-concept.be) [www.id-concept.be](http://www.id-concept.be)

**2003–2005 AGC Automotive UK Managing Director ( United Kingdom – Northampton – Tier I)**

**P&L responsibility** for AGC Automotive UK (profit centre) acting as Tier I. We improved the results from negative (-10%) to **high profit** (+23%). We became the **benchmark** for **best practices** to be implemented all over the European facilities for AVO Automotive. We received the price as '**Best quality supplier**' by HONDA (HUM).

Mission : Strategic diagnostic / Strategic action plan / Improve relationship with customers /  
New organisation / Improvements / Visual Management / Lean Manufacturing /  
World-class performances / Best practices

Team : 400 / 300 people

Customers : TOYOTA (TMUK & TMMT), HONDA (HUM), NISSAN, BMW

---

**2000 – 2003 ID-Concept SPRL Managing Director (Owner)**

*ID-CONCEPT is a Belgian company which was at that time specialized in Consultancy and Project Management.*

- **Project Management** from the offer up to the delivery of the equipments. Including fully automatic lines.
- **Strategic** consultant for small & medium-sized companies.
- Detailed analysis and development of an **ERP system** for a customer (including forecast, MRP II, capacity analysis, purchasing, stocks & deliveries, performance tracking and link to the accountancy).

Customers : Hexcel composites SA, Eurocomposites, Galler, TTM Petfood, Carrefour Belgium, Delhaize Food

---

**1996 – 2000 Macbel Europe Managing Director**

*Macbel produced, sold and distributed products for the retail and food service in Belgium, USA, UK, Japan, Norway and Luxembourg.*

- **General Management** of the profit center (P&L management). Start-up.
- **Strategy / Sales** management / Key account management / Marketing
- **Industrialisation** of the process & products / Automatisation / R&D

Team : 22 people + independent sales agents

Customers : Carrefour, Delhaize, Delice de France (UK), Trader Joe (US), Cactus

---

**1991 – 1996 Hexcel Composites Production Engineer**

*American company specialized in the composite industry for aerospace applications. Hexcel is a global company with over \$1 billion in annual sales.*

- **Feasibility study** and **cost quotation** (including proposal for the selling price)
- **Project management** (MRP – Bill of material & labour – Negotiation with the suppliers and sub-contractors, Industrialisation and standards – Prototypes – Learning curve – Performances analysis – Continuous improvement – ISO 9000 – contract release)
- **Process management**
- **Technical support** for the sales department.

**1995-1996 Manufacturing Manager (Special Process)**

**1993-1995 Process Engineer – Engineering**

**1991-1993 Manufacturing Engineer**

Customers : Airbus Industries, British Aerospace, Westland, Fokker, Boeing, Gec Alsthom , CEA/CEN, Corse composites,...

## EDUCATION

---

**1986–1991**     **Master** in Electro-mechanical **Engineering (Aerospace)**  
(**Ingénieur Civil** Electro-mécanicien - Aérospatial)  
  
**ULG - Université de Liège**  
(Belgium)

## CERTIFIED TRAININGS

---

**2004**            **Strategy** - Decision Base  
**Celemi**

**2014**            Managing **companies in distress**  
(Certificat 'Redressement des sociétés en Difficulté')  
**ICHEC** Brussels Management School

**2014-2017**     Certified **NLP Master Practitioner**  
**Institut Ressources** - Brussels

## COMPLEMENTARY TRAININGS

---

Strategy / Financial analysis / Costing / Lean Manufacturing / Crisis Management / Program Management / TRIZ (creativity & innovation) / Sales & Marketing / Time management / Creativity Management / Continuous improvements / Problem Solving / Reengineering / People Management / Appraisal management / HACCP/ ISO 9001 / ISO TS16949

## LANGUAGES

---

|         |                 |
|---------|-----------------|
| French  | Native          |
| English | Fluent          |
| Italian | Good            |
| Dutch   | Basic Knowledge |
| Spanish | Basic Knowledge |

## AWARDS – SPECIAL ACHIEVEMENTS

---

**1995**            **Patent (WO1996011365A) – High efficiency solar panel**

**2000**            **Nominated Best Young Entrepreneur of the Year 1999** by 'La jeune chambre économique de Spa (JCE de Spa)'

**2005**            **Nominated 'Best quality Supplier'** by HONDA

**2006-2008**     **Worldtour** with my family ([www.la-vie-est-belle.be](http://www.la-vie-est-belle.be))

**2011-2012**     Family expedition on a **sailing boat** ([www.la-vie-est-belle.be](http://www.la-vie-est-belle.be))

## HOBBIES

---

Sailing / Diving / Chess / Travels / Jogging / Science & Physics / Photography & video