
PASCAL WUILLAUME

THE ALL TERRAIN **CEO**

LESSONS FOR LEADING TURNAROUNDS ACROSS
THE WORLD

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About the Author

Pascal Wuillaume, advisor to business leaders, structuring agent, international speaker, was born and raised in Ghent, in the north of Belgium, to a French-speaking family. He holds a master's degree in Applied Economics from the University of Antwerp and an MBA from the Stern School of Business at New York University.

As a child, he always dreamed of being a world citizen. This dream came true when he joined a French IT multinational.

He began in France, then was quickly offered an opportunity in New York. In 1990, in the same company, he was promoted to the position of Managing Director of Bull Far East, based in Singapore. It was in 1995, after 13 years abroad, that he finally returned to Belgium.

This international experience taught him three principles that are still anchored in his dynamics:

1. Being a pioneer in the use of digital technologies allows you to be more efficient in your tasks.
2. Learning how to work in a rapidly changing world is paramount.
3. Taking into account cultural specificities within international companies is essential for constructive collaborations.

His 25 years of experience as CEO for various international, family and listed groups have enabled him to quickly diagnose the essential problems to be solved in order to make them sustainable.

In all the companies he has had the chance to lead, it has always been essential for him to energize the teams, to help them look to the future and to combine the resources of different departments in order to create synergies that stimulate the work on joint projects.

Since 2005, he has been a professor in the MBA program of the Solvay Brussels School of Economics and Management in Vietnam. He teaches “Managing the Future”.

Having become a consultant in 2020, he supports top executives through the major phases of their company’s transformation: accelerated growth, internationalization, transmission and integration after merger.