

Personal

Name
Angelica Krsteski

Address
Max Hermanlei 49
2930 Brasschaat

Phone number
+32493325580

Email
angelica@buddi.be

Date of birth
21-04-1983

Place of birth
Antwerpen

Gender
Female

Nationality
Belgian

Marital status
Married

Driving license
B

Website
www.buddi.be

LinkedIn
angelica-krsteski-22101413

Languages

Dutch	Native
English	Fluent
French	Advanced
German	Intermediate
Spanish	Beginner
Macedonian	Beginner

Angelica Krsteski

My mission in life is to feed myself continuously with (new) knowlegde and innovative environments. With a solid engineering background and a business oriented education, I thrive on renewal, innovation and change. Providing structure to projects, people and tasks is what I do best. I love to connect & engage people with a similar passion for sustainability and positivism.

Work Experience

Holistic Business Consultant & Coach Apr 2020 - Present
Buddi i.o., Brasschaat

Intelligence driven B2B sales & marketing professional, specialized in market analysis, technical and business model innovation in industrial and emerging markets. My passion is to coach people on their path to personal and team development. More information about my freelance work: www.buddi.be

Business Development Manager Belux Jun 2019 - Mar 2020
EVBox Belux, Antwerp

- EVBox: international market leader for Electric Vehicle (EV) charging stations and services
- Developing new partnerships & business models (distributor, reseller, installer, end-customers) for sustainable and scalable growth of charging infrastructure
- Targeting new market segments through networking and voice of market, translating into digital content plan for online marketing and targeted lead generation
- Key markets: energy, automotive, real estate, industrial etc

Sales and Marketing Manager Benelux Mar 2018 - May 2019
3M Belgium, Diegem

- 3M: worldwide science-based technology company
- Responsible for strategy, P&L, sales and marketing operational management of Advanced Material Division in Benelux
- Team leadership: sales team (3, direct) and international cross functional teams (>10, virtual)
- Accomplishments: key account management, implementing new business models and project management for large international tender
- Key markets: chemical & plastics industry and governmental

Market Development Manager Benelux Jan 2015 - Feb 2018
3M Belgium, Diegem

- Business Development: identifying opportunities in new markets by strong networking and field research, connecting innovative solutions to new applications
- External market analysis: market segmentation, mapping customer journey, defining product value propositions & go-to marketing/sales strategy.
- Digital marketing: developing roadmap for online marketing for targeted customer segments
- Multidisciplinary team management, developing new partnerships and building ecosystems
- Key Markets/trends: general industry, adhesives, safety, composites, additive manufacturing, circular economy, bio-based industry, etc

Senior Application Engineer & Team Leader EMEA Sep 2006 - Dec 2014
3M Belgium, Zwijndrecht

- Pre and post sales in cross-functional teams (EMEA): customer process mapping, new product introductions and training
- Products: abrasives, adhesives, tapes, films, fluoroelastomers (FKM), plastic processing additives
- Key markets: industrial (metalworking, chemical & plastics industry, transportation) graphics & advertisement, public sector, emerging markets i.e. fuel cell technology, 3D printing, adhesive modeling, etc
- Team leadership (7 people in product development, Fluoroelastomers as of 2012), leading product/marketing innovation teams and building external network of research organizations.

Education

Personal development coaching

Sep 2019 - Present

Tula Yoga Academie - Antwerp Yoga, Schoten

B2B Masterclass Sales and Marketing Management

Apr 2015 - Oct 2016

Vlerick Business School, Brussels/Gent/Leuven

Modules:

1. Developing & implementing a strategic sales/marketing strategy (create, defend and renew customer value, manage customer value, channels & brands, coordinate pricing, organic and geographical growth)
2. Identifying new business opportunities
3. Data driven marketing
4. Finance for new business opportunities

Various Leadership Trainings

Sep 2006 - Apr 2018

3M Benelux

Master in Mechanical Engineering (Ir.) - Biomedical sciences

Sep 2001 - Jun 2006

KU Leuven, Leuven

Master thesis at UPC Barcelona 1/09/05-1/02/06.

Skills

Knowledge & Innovation Savvy 


Organisational talent 

Connecting people 

Creative 

Seeing the big picture 

Computer skills

Microsoft Office, Outlook, Sharepoint, Teams 

Salesforce.com 

Online marketing, marketing automation, content marketing 

SAP 

Miscellaneous

I live my mission both professionally and personally. I like to learn new skills, read books and to discuss insights with people close to me. My passion in life is to connect the business and entrepreneurial world with a more spiritual side. Over the last years I have discovered the physical and philosophical side of yoga. "Buddi" is my personal project/believe to challenge the status-quo and to make new choices every day, in doing business, but also in personal development.

I also love to get creative in writing, photography, languages and traveling. You will find me often outdoors hiking with my family and exploring nature. Whenever possible I take my camera along for capturing the small and beautiful things in life.