



Dirk Marien

Contact Center Management
Contact Center Financials

Mobile: +32 (0)495/55.00.25
Email: dirk@thocc.com

The House of Contact Centers

Zoutwerf 7
B-2800 Mechelen
Belgium

Year of birth

1956

Languages

Dutch, French, English, German

Back ground:

Dirk is an entrepreneur and an expert in Contact Center financials, helping both inhouse and third party CC service providers to increase their bottom line through better analysis and use of the operational figures.

In 1987, Dirk founded DM+MD Telemarketing, based on the experience that the telephone could increase sales results and optimize sales organizations.

On the assumption that direct channels would become a mainstream force Dirk together with David Gybels, launched Marien & Gybels (1991). By 2000, Marien & Gybels had become a leading provider of call center services in Benelux, employing 380 employees. Marien and Gybels did a successful exit in 2000, selling the company to SNT/ KPN.

In 2001 Dirk established Dima Consult, where he shared his experience with other companies through various consulting and interim management assignments.

Education:

Master in Applied Economic Sciences – Financial Economics (RUCA 1974 - 1978)

Degree in Transport and Business Economics (RUCA 1978 - 1979)

Marketing Management (IPO Management School – Antwerp 1986-1987)

Well developed skills:

General management: bring people together and manage them towards improvement, bringing structure and awareness, influencing

Business thinking: strong insight in bottom line targets and how to reach them

Hands on: bringing concrete results, optimize operations by analyzing figures and visa versa

Professional experience:

DIMA Consult:

- Managing Partner: 11/2000 – today
- Various consulting and Interim Management assignments

The House of Contact Centers:

- Various consulting and Interim Management assignments: 9/2009 - today

Marien & Gybels / SNT: 6/1987-11/2000

- Co-founder – Managing Partner
- Financial & Admin Director

Puratos: 1/1986 – 5/1987

- Sales administration – start-up telesales

SGS-Group: 3/1983-12/1985

- Assistant to the general management

Deloitte H & S: 11/1980-2/1983

- Auditor

Selection of recent projects

Proximus/Belqacom:

- Winback Manager (9/2007 – 6/2009)

Arvato Services:

- Business Unit Manager Customer Services (1/2005 – 1/2006)

Mobistar:

- A.i. Service Center Manager (Q1/2001)
- A.i. Credit & Collection Manager (Q2-Q3/2001)
- Sales Service support (Q4/2001-Q4/2003)
- Marketing Communication – DM specialist (Q4/2003-Q4/2004)