



RomAdvice is a young, Romanian based, international consultancy, drawing on the experience and expertise of its three founding partners: Filip Hamerlinck, Luc Geukens, and Christian De Neef. Together, they share more than 45 years of consulting and management experience in Finance, Government, Information Technology and Manufacturing.

Based in Bucharest but with a strong foothold in Brussels, capital of the European community, **RomAdvice** is not only well placed to understand the needs of Romanian companies aiming for the European marketplace, to deliver services locally and internationally, but also to facilitate cross-border business relationships, especially with the Benelux countries, the UK & France, and the balance of Western Europe.

RomAdvice's mission is to deliver advice and implementation services for improved business & organizational performance, thus ensuring Romanian companies' success in the European marketplace.

RomAdvice is a full-service provider – from business case & funding to implementation & follow-up – and our clients may be confident that measurable business results are actually delivered.

RomAdvice provides the following **services**:

Business Strategy & Enterprise Architecture

- Business – IT Alignment
- Industry or market research
- Benchmarking

Value Management

- Project Portfolio Management (Business & IT)
- Business Case, Economic Justification
- Project Funding (including subsidizing)
- Project & Programme Management
- Benefits Harvesting (Measurement & Metrics)

Process Management

- Business Performance Improvement
- Manufacturing Process Optimization
- IT Service Management
- Total Quality Management

People Management

- Talent Management (attract, develop and retain people)
- Organizational Change Management
- Education (Coaching, Training, Workshops)

Technology Consulting

- Product & Supplier Selection
- Content, Document, and Knowledge Management
- Implementation Support & Technology Transition

Organizational Consulting

- Restructuring
- Resource Optimization

RomAdvice's strategy is to build **long-term partnerships** with our clients. Together, we aim to maximize the potential of their traditional business – through a combination of enhanced quality of service, creative marketing, innovative pricing and cost efficiency – while pursuing profitable growth in the European marketplace. We are **dedicated to helping our clients thrive in a changing world** by becoming a leader in business transformation.

About the **founding partners**...



Filip Hamerlinck has a degree in chemistry and worked in the chemical industry for more than a decade, first as a shift supervisor with **ARCO Chemical Products Europe**, then as the assistant plant manager with **Air Liquide Belgium** to set up a new production plant in Antwerp (Polysol, Ethylene oxide, Propylene oxide). He went on to set up his own company – **FH Business Consulting** – which focuses on sales and managed to increase turnover by 250% for different client companies! Filip is an experienced negotiator, has strong leadership qualities, and understands both industrial and business processes. He is also a partner and sales director with **P41**, a business consultancy realizing radical improvements in production processes and tooling through a combination of industrial engineering techniques: Process Analysis, TRIZ, Six Sigma, 5S, etc.

Finally, he's a founding partner and managing director of **Perfect Selection**, a recruitment consultancy providing the best resources and support for change management, industrial engineering, innovation, process management, project & programme management, etc.



Luc Geukens has a decade of experience in assisting & managing organizational change projects within large organizations. His approach is multi-disciplinary, touching all aspects of the organization, and focuses on **People Change Management**, dealing with cultural factors, resistance to change, industrial psychology, etc. Recently, he has been involved with reorganizing the Operational Support Office for **Fortis Facility Management** in Belgium. Apart from change management, this also involves knowledge and competency management, education (training and e-learning), mass deployment, etc.

Luc manages his own business consultancy, **Sphera**, and he also is a founding partner of **Perfect Selection**.



Christian De Neef has a degree as an electronics engineer. With close to 20 years of experience in IT and management, he has held a variety of positions related to systems architecture & development, development support, project management, management consulting, BPR & work organization, research & development, etc.

A global director with **DMR Consulting**, and later on with **Fujitsu**, he managed his own team of business consultants and was responsible for multi-million dollar projects within both private and public sector.

His assignments have led him to focus more on human and organizational issues – such as transition management, organizational change management and technology transfer – as they pertain to IT. He has developed his career along these lines, taking on management responsibilities of increasing scope and importance.

For more information, please feel free to communicate directly with **RomAdvice** at info@romadvice.com - thanks for visiting www.romadvice.com - +40 727 058 623