

Curriculum Vitae

Personal information

First name / Surname **Jo Caudron**
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E-mail jo@caudron.com
Website jocaudron.me
Nationality Belgian
Date of birth 24 October 1968
Gender Male

Desired employment / Occupational field **(new) media innovation**
as strategist, consulting, manager

Work experience

Dates 01/07/2009 →
Occupation or position held Founding Partner
Main activities and responsibilities Advice in the field of rich and social media, mobile internet and other media innovations.
Name and address of employer **Dear Media**
Maarkedal (Belgium)
Type of business or sector Consulting

Dates 01/10/2006 - 01/07/2009
Occupation or position held Founder and CEO
Main activities and responsibilities Jo created the company and helped it grow to 40+ people in Ghent and Amsterdam. Jo's main focus was on strategy and business development.
Name and address of employer **ONE Agency**
Ghent - Amsterdam (Belgium - the Netherlands)
Type of business or sector Interaction Agency

Dates 01/06/2005 - 01/10/2006
Occupation or position held Founding Partner
Main activities and responsibilities Development of concepts for interactive TV, with a focus on both technology and on TV-formats
Name and address of employer **tvAgency**
Mechelen (Belgium)
Type of business or sector Media Production (interactive TV)

Dates 01/01/2003 - 01/10/2006
Occupation or position held Founding Partner
Main activities and responsibilities Advising large organizations on their interactive strategies, with a focus on internet, mobile and iDTV.
Name and address of employer **theOriginals**
Ghent (Belgium)
Type of business or sector Consulting

Dates 01/01/2000 - 01/03/2003
Occupation or position held Founder and CEO
Main activities and responsibilities Development of the concepts of a multi-device publication software platform. General management of the different countries. High-level business development

Name and address of employer **xCA NV**
 Ghent - Breda - London - Munich - Paris (Belgium - the Netherlands - UK - Germany - France)

Type of business or sector Software production

Dates 01/11/1993 - 01/01/2000

Occupation or position held Founder and CEO

Main activities and responsibilities Creation of the first webagency in Belgium, and growing it into a team of 180 people. Responsible for strategy and business development

Name and address of employer **The Reference NV**
 Ghent - Brussels (Belgium)

Type of business or sector Interactive Agency

Personal skills and competences

Mother tongue(s) **Dutch**

Other language(s)

Self-assessment

European level (*)

English

French

German

Understanding				Speaking				Writing	
Listening		Reading		Spoken interaction		Spoken production			
C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user	C2	Proficient user
C1	Proficient user	B1	Independent user	B2	Independent user	B2	Independent user	B1	Independent user
B1	Independent user	A2	Basic User	A1	Basic User	A2	Basic User	A1	Basic User

(*) [Common European Framework of Reference \(CEF\) level](#)

Social skills and competences Jo is a good communicator in different languages. He can easily connect to all levels of decision makers and make them understand new media concepts in a simple way.
 Jo is a good speaker and gained extensive stage experience over the last 15 years.

Organisational skills and competences Jo can motivate and lead teams to build organisations, create projects and deliver measurable results.
 His experience covers both general management, sales and marketing management and operations of creative agencies.

Technical skills and competences Jo is a technical all rounder. He understands even complex technological issues on a conceptual level. He can explain them to teams and customers and can incorporate them in tailored solutions

Computer skills and competences Expert knowledge of internet and internet-related tools.
 Expert knowledge of social media tools (Twitter, Facebook, Youtube, ...)
 Very good user knowledge of different OS, office packages (MS Office, Apple iWorks).

Artistic skills and competences Jo used to be a (self-made) musician but is now only passively active.
 Jo is a good amateur photographer.

Other skills and competences Jo has been CEO, chairman of the board, evangelist, ... but he considers himself mainly as an entrepreneur: someone who sees change and opportunities before the rest of the market does, and than creates business opportunities around it.

Driving licence(s) A1, A, B, BE

Annexes List of key presentations over the last years.

Presentations

- March 2009. "Social? Show me the money!" Plugg2009, Brussels, Belgium.
- October 2008. "Visionary introduction : Statler & Waldorf exploreren 10 jaar "toys" en "tools" op het Internet". 4e Interactive Advertising Congres; IAB. Brussels, Belgium
- April 2008. "The new Participation Generation: how it impacts your business" (presentation before Steve Ballmers keynote). Microsoft, Louvain-La-Neuve, Belgium.
- September 2007. "Web 2.0 and the newspaper industry". INMA, Warschau, Poland.
- June 2007, "Web2.0 for the pharmaceutical industry". Janssen Pharmaceuticals. Sweden.
- October 2005, "Who's afraid of iDTV ? European TV Adland in 2012". 13th Advertising Festival, Croatia
- May 2005. "An Introduction to interactive TV, Egta annual conference, Paris
- June 2004, "The Future of e-business". Solvay Business School, Brussel, Belgium.
- April 2004, TMAB mobile, Brussels, Belgium
- April 2004, SAS Business Intelligence Seminar, Utrecht, The Netherlands.
- December 2003, "Making Internet Intelligence Work". Business Intelligence conference 2003, CxO Magazine, Brussels, Belgium.
- May 2003, "Communiqueert u nog via het Internet in 2004?", VBO, Belgium
- May 2002, 4th Annual TV meets the Web seminar, Van Dusseldorp & partners, Amsterdam, Holland
- February 2002, Milia, Cannes, France
- January 2002, Online 2002, Düsseldorf, Germany
- January 2002, OOP 2002, presentation on 'XML and a multichannel internet architecture', Munich, Germany
- October 2001, 'Content Management 2001', Eric Leach Conferences, London, UK
- September 2001, 'Successfully Integrating Multiple Marketing Channels', Vlerick Management School, Brussels, Belgium
- May 2001, "TV meets the Web", Van Dusseldorp and Partners, Amsterdam
- April 2001, "Mobile e-business Conference IBM", Athens, Greece
- April 2001, "The Human Interface Congress", Ede, The Netherlands
- March 2001, "TIMIAC Conference - Peering through the Hype," Sophia Antipolis, France
- February 2001, "Collective action in the face of the digital Divide", Aspen Institute, Lyon