

Curriculum Vitae

Guido Vanherpe



Personalia

Lives in Ghent, Belgium
Born on August 24th, 1963
Married & 4 children

[in](#) Guido Vanherpe | [🌐](#) La Lorraine Bakery Group

Summary

Guido Vanherpe graduated in 1985 as **Master in Applied Economic Sciences** at UFSIA (University of Antwerp) and obtained successively a **DESS Applied Marketing diploma** in 1986 from the Université Aix-Marseille (France) and an **MBA** in 1988 from Indiana University Bloomington (USA).

He started his career in 1988 at Procter & Gamble as **Assistant Brand Manager**. In 1989, he joined Unilever Belgium (Hartog) where he was **Sales & Marketing Manager** of the Unilever Chilled Foods Division for four years.

In 1993 Guido Vanherpe moved to La Lorraine Bakery Group as **Marketing & Sales Manager** and took over as **CEO** in 1995. He is also member of the **Board of Directors**.

Guido Vanherpe holds a mandate as independant **Director of the Board of Directors** of **Mediafin NV**. He also holds board positions in the professional federations **FEVIA** (Federation of the Belgian Food Industry) and **AIBI** (International Association of Industrial Bakeries).

Education

- **High School**
 - Saint-Barbara College Ghent: Latin-Greek 1975 – 1981
- **University**
 - UFSIA (University Faculty Saint-Ingatius Antwerp): Business & Economics Degree 1981 – 1985
 - Harvard University Cambridge USA: Summer Course (8 credits counting for MBA) 1984
- **Post-University**
 - Université Aix-Marseille FRANCE (Institut d'Administration des Entreprises): Diplome d'Etudes Supérieures Spécialisées (DESS) Marketing Appliqué 1985 – 1986
 - Indiana University Bloomington USA: MBA (Master of Business Administration): 1986 - 1988

Work experience

- **Procter & Gamble Belgium: 1988 – 1989**
 - Assistant Brand Manager
- **Unilever Belgium (Hartog): 1989 - 1993**
 - Sales & Marketing Manager Chilled Foods Division
- **La Lorraine Bakery Group: 1993 till today**
 - Marketing & Sales Manager (1993 – 1995)
 - CEO (1995 – till today)
 - La Lorraine Bakery Group: Winner of award "Entrepreneur of the Year 2012"
 - La Lorraine Bakery Group: Winner of "Family Business Award 2016"

Mandates

- **La Lorraine Bakery Group NV:**
CEO & Board Member (and member of Remuneration Committee)
- **Mediafin NV:**
Independent board member
- **FEVIA:**
Board member and member of Fevia Bureau
- **FEVIA-CODDO:**
President task group Sustainability in Food Industry
- **AIBI (International Association of Large Bakeries):**
Board member & past president