

Press release

Marina De Moerlooze launches communications company “LACO Support”

8 January 2013 – Marina De Moerlooze, managing director of the Telenet Foundation announces that she is to leave the Foundation to set up “LACO Support”, an agency that assists businesses with their “organisational communications and community relations” as of today.

Professional corporate communications still remains focus of attention, not in the least because we live in an ever-changing environment but also because of the technological evolution and social behaviour within our society. Companies have come to appreciate the tangible and intangible value excellent communication creates. Society expects companies to implement a social programme throughout every aspect of their day-to-day activities which clearly shows that they indeed pursue a policy that is sustainable for man and the environment.

“These challenges often prove a little too taxing for companies, with the result that they do not form an essential part of their daily activities. In these cases, they can avail of my services to partially or fully launch these activities, to structure them, to train people and to coach them until they are ready to operate under their own steam”, explains Marina De Moerlooze. This can be done on either a temporary or project basis, in the form of a secondment or to replace staff on leave. Clients are offered a service that is tailored to their needs.

De Moerlooze looks back on 30 years’ experience in the communications sector which have been marked by a commitment to communication and corporate social responsibility (as her CV below attests) “I have been well and truly bitten by the communications bug and shall devote the knowledge I have acquired to new projects as a rapidly deployable communications and community-relations consultant”, Marina adds.

For further information and clarification (for the press only, please do not publish):

Wavemakers - PR & Communications

Elke De Mayer

T: 0485 75 28 66

E: elke@wavemakers.eu

DE MOERLOOZE MARINA

Born in Koersel (Belgium): 15/12/1955
2 daughters (°1984 - °1988)
+32 494 56 89 07
marina@lacosupport.eu



Professional career

- Over 30 years I handled all aspects of communication (corporate, marketing/product, internal, external, press, crisis, CSR...) and gained international experience.
- Member of the Board of the "Service de Médiation" for the Financial Sector (2006-2009)
- Guest professor Hogeschool Gent : *Koninklijke Academie voor Schone Kunsten* (2008-2009)
- Member of the Communication Steering Group of "Vlajo" (2008-)
- Member of the Advisory Council of "Auro Technologies" (2010-)
- Member of the Advisory Board of "VMA" (09/2012-)

2009 – 2013 : Telenet

Managing Director Telenet Foundation (2011- 2013)
Vice President Corporate Communication (2009-2010)

2006 – 2009: Febelfin

Director Communications of the Belgian Financial Sector Federation

Highlight: develop profile and (brand) image of the Belgian financial sector, pro-active press management, structure communication department, SEPA-project, MiFID-project,... handle communication aspects of financial/liquidity/economical crisis

2000 – 2005: Banksys (Atos)

Head of External Communications of the company behind the payment cards
Bancontact/Mister Cash & Proton

Highlight : image of electronic payments, switch over to EURO

1999 – 2000: Siemens Atea – Herentals

Communication Manager for the ICN (Information & Communication Networks) division

Highlight: launch of WAP, preparation of Y2K

1989 – 1998: Honda Europe Gent

Communication manager of the logistics headquarters for parts, engines, IT & car distribution covering Europe, Africa & Middle East.

Highlight: communication responsibility for 5 logistic centers and 4 sales offices in Europe.

Education

Communication and PR (Plantijnhogeschool – Antwerpen 1976)
Leadership Development (Vlerick – 2004-2005-2009)