

# Katya DEGREECK

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## PROFILE

Experienced Board member for 20 years. Senior leadership position at Google.

**Core board competencies:** technology & digital transformation (throughout board, professional career & Google), M&A and capitalistic transactions (in core roles, and through boards), marketing & commercial strategy (media and advertising professional experience), ecommerce and media (several boards), diversity & equity (lead several programs personally), and risk management (through different audit comités)

**Notable strengths include** Digitalisation, Technology, Reputation, and Diversity.

**Key skills** as a leader, in corporate career: driving thorough and innovative business plans, with digitalisation at its core ; experience with incubation, start-ups, piloting new concepts, or transformation through acquisition and-or merger.

**Attracted by** sustainability, esg values and general ethical board behaviour acting consistent with what society, individuals and companies generally accept as good values.

## BOARD EXPERIENCE

Sept 21 - Sep 22 **International Directors Programme**, INSEAD, their flagship course in corporate governance. Certified Director.

Apr 14- today **Women on Board. Early member.** Association for gender diversification in belgian boards (public and private)

### CURRENT, LISTED COMPANIES

Sep '20- today **UnifiedPost Group NV – Listed company**

Simplifies adm. and fin. processes with digital solutions. Document, identity and payment services. 1600+ FTE's throughout Europe; 100+ work in R&D. Recognised payment institution; certified Swift partner  
Board member. Member of the Remuneration Comité.

Jun 13- Aug 25 **Smartphoto NV (ex Spector Group) – Listed company**

E-commerce in 7 countries. One of the largest ecommerce companies in Belgium.  
Board member. Member of the Audit Comité. Member of the Remuneration Comité.

### CURRENT, UNLISTED COMPANIES & FOUNDATIONS

Sep '20- today **IconicHouses.org - Int'l Foundation**

IconicHouses is the global network connecting architecturally significant houses and artists' homes and studios from the 20th Century that are open to the public. The platform also focuses on conservation, management, policy and cooperation. Registered as a Public Benefit Organisation (Non Profit).  
Member of the International Advisory Board of the Foundation. Digital Transformation

### PAST BOARD MANDATES

Apr'16- May 24 **Lannoo Publishing Group NV**

Largest book publisher in the Benelux. The Lannoo Publishing Group publishes more than 600 books per year, in various genres and distributor for major national and international publishers.  
Board member. Advisory role in Digitalisation. Internationalisation.

Feb'11-Dec'14 **Larian Digital NV, of Larian Studios**

Award winning independent computer game developer, specialising in the development of computer role playing games. By far the largest Gaming company in Belgium. Board member.

Feb'10-Dec'12 **Xpertize NV**

Online platform for professional networking and recruitment. Board member.

Mar'09-Sep'13 **QueroMedia NV**

Digital content marketing and SEO company (up to Sept 2013). Pioneer in Interactive Marketing. Agency in Search & Content Marketing. Board member.

Mar'09-Sep'13 **World of Gaming, TV and online gaming company**

TV and online gaming company. Active in 4 companies. Board member.

Sep'08- Dec'15 **Digitalforming.com**

Co-founder. Patented tech. Platform with digital & 3D printing. Integrated technology w. Lowe's, Argos & Amazon

Sep'08- Jan '16 **Gezondheid.be - PassionSanté.be**

Largest websites on Health in Belgium. Joint Venture of Corelio and Rossel. Board member.

## PROFESSIONAL EXPERIENCE

**Google Inc.** Google is an American multinational technology company that specialises in Internet-related services and products. These include online advertising technologies, search, cloud computing, software, and hardware.

Apr '24– today **Director, Northern Europe, Emerging Markets & Channel Partnerships**  
Creating long-lasting relationships through monetisation strategies and business needs of Google's top partners in Northern Europe, Israel, Turkey, Middle East and Africa and all indirect publishing partners in EMEA

Apr '21– Mar '24 **Head of Large Partnerships, Northern Europe**

Feb '20 – Mar'21 **Head of Publishers Revenue and News for Northern Europe**

May '18 – Jan' 20 **Lead for News in Northern Europe**

Feb '16 – Sep '17 **Strategic Partner Lead for Publishers in Belgium**

**Mediahuis** Mediahuis is a newspaper & magazine publishing, distribution, printing, TV, radio and online media company founded in 2014 with assets in Belgium, the Netherlands, Ireland and Luxembourg.

Sep '11 – Jan '16 **Corporate Director Business Development**

First at Corelio, which later became Mediahuis. Responsible for proposal and-or execution of corporate finance and M&A projects. Investigated and proposed large transformation and consolidation projects. Proposed and lead diversification projects and new monetisation models.

- Coordinated and assembled Strategic Long Term Plans for board and shareholders level
- Modelised (capitalistic) partnerships. Responsible for participations in theHoldings Venture Capitalist fund

Sep07 – Sep 11 Business development Manager Corelio and Investment manager for Arkafund, VC fund in media

**27RedX** **Online ventures - Founder & Owner**

Jul 03 – Mar 06 Launched several online magazines with Amazon Associates monetization as of March 2015. Niche domain: empowering women through online information. Motherhood In Point Of Fact  
Published a fiction novel. Available at [Amazon](#) and Lulu.com

**Bertelsmann** Media conglomerate. ECI Belgium (at the time) 300.000 members in 3 book & music clubs. Offline & online sales

Nov 98 – Jul 03 **Executive Director Belgium**

P&L responsibility Belgium. 120 people. Member in the Benelux MT.. Improved EBITA from 2.2% to 8.1% EBITA, in 5 years. Increased margins through start-up of a new publishing company House of Books in 2000

**Chrysler Europe**

Jul 97 - Oct 98 **Customer relations and Strategic Planning Manager**, for the Service & Parts Operations division

Mar 96 - Jul 97 **Strategic Planning Manager**, for Service & Parts Operations

**Master in Business Administration (MBA)**

Sept 94 - Jun 95 Solvay Business School, Université Libre de Bruxelles, Magna Cum Laude

**Estée Lauder Cosmetics sa-nv**

Jan 94 - Sept 94 Marketing and Sales Executive for Clinique, Brussels

**Andersen Consulting sa-nv (now Accenture)**

Oct 91 - Dec 93 Consultant in the Change Management Division

## EDUCATION

Sept 21 - Jun 22 **International Directors Programme**, INSEAD, their flagship course in corporate governance. Certified Director.

Sept 94 - Jun 95 **Master in Business Administration (MBA)** Solvay Business School, ULB, Magna Cum Laude

1986 - 1991 **Solvay Business School, Commercial Engineer (engineering and business)** VUB, 4 times Cum Laude

1980-1986 **Koninklijk Atheneum Etterbeek, Brussels, Latin Science Mathematics**. Top student of '86; Head Pupil Assoc.

Languages Mother tongue Dutch, fluent English and French. Learning Italian