



CONTACT

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EDUCATION

MASTER'S DEGREE TAX LAW

2013, Université libre de Bruxelles, Honours

MASTER'S DEGREE LAW

2012, Lancaster University & Université catholique de Louvain, Honours

MASTER'S DEGREE ECONOMICS

2011, Université catholique de Louvain, Honours

BACHELOR'S DEGREE

ECONOMICS AND MANAGEMENT

2010, Université Saint-Louis

BACHELOR'S DEGREE LAW

2010, Université Saint-Louis, Honours

LANGUAGE SKILLS



French
Mother tongue



Dutch
Mother tongue



English
Full professional proficiency

DONATIEN D'HOOP

DIRECTOR GUINEA

ABOUT

Target-oriented people manager, Donatien enjoys bringing the necessary change in a fast moving environment. Used to work under pressure, Donatien is agile while dealing with difficulties. His lawyer and management backgrounds give the right balance between eye for detail and high level approach to successfully set up strategies in the market.

EXPERIENCE

DIRECTEUR GENERAL - GUINEA

Brussels Airlines | 2016 -

As General Manager of all Brussels Airlines activities in Guinea, the position consists in setting up the strategy and steering the local team to achieve strong financial results both on reducing costs and increasing revenues through the implementation of departmental road-maps and KPI's. Main responsibilities include Commercial strategy (sales & marketing), Budget supervision, Political negotiations, HR, Operations (safety and security & high performances), Cargo activities, Finance and controlling.

MANAGEMENT PROGRAM

Brussels Airlines 2014 - 2016

The purpose of the management program was to gain hands-on experience in project management and develop leadership skills. During the two-year program, Donatien discovered Brussels Airlines inside out by managing various projects in different departments and within multiple teams:

- Implementing the Net Promoter Score program within Brussels Airlines, a key project for the Customer Experience department. NPS will guide the company in becoming the most personal and customer centric airline
- Establishing processes and rules to smoothen operations of the Legal department
- Full cost analysis of irregularities & set up a decision tool for operations in case of irregularity - Back to Operational Excellence project
- Adapting and automatizing all the expense notes system & building interfaces between accounting, HR and payment softwares allowing a fully automatized & paperless and user-friendly approach
- Helping the marketing department towards a more personalized and 1 to 1 communication approach across communication channels, devices and touchpoints throughout the customer journey

LAWYER

Eubelius | 2013 - 2014

As attorney at Eubelius, one of the leading law firms in Belgium, focusing on various tax issues such as tax planning, tax returns, M&A, withholding taxes, real estate taxes and succession planning