

Lucien Henri Ely Moons
Brussels, Belgium

Lucien Moons has over 30 years of experience with international sales & marketing of ITC products, services and solutions, and digital printing solutions. Lucien Moons core competencies are:



Lucien Moons

- Go-to-market strategy /program development and implementation, including reference client recruitment, recruitment of reseller and distributor channels and setting up new subsidiaries.
- Extensive experience with and personal network in Eastern and Western Europe, Russia, North America, Africa, The Middle East and South Africa.
- Global Sales Force Leadership, Strategic/Key Account Management, Channel/OEM Development, Cross-Cultural Negotiations, C-Level Executive Relationships, Pre- and Post-Sales Activity, Mentor-Trainer, Public Speaking, Relationship & Consulting Sales, New Market Penetration & Growth, Trade shows.

From 1998 to 2010 Lucien Moons developed actively the distributor network for HP IPG in Portugal, Spain, Greece, Turkey, the Middle East, Poland, Rep. Czech, Slovakia, Hungary, Romania, Bulgaria, Croatia, Bosnia, Serbia, Macedonia.

Lucien Moons speaks French, Dutch, Swahili, English and German. He lives in Belgium with his wife, daughter and son.

Lucien Moons holds a Master in Euro marketing from the Solvay University and Executive Master in Management from the Solvay-CEPAC.

As a sales person Lucien Moons qualified more than 18 times for 100% Clubs, Summit Conferences, Million \$ Clubs and Top Performer events, at company like Control Data, NCR, Olivetti, Allied Telesyn, Phormion SAP, Tree Centric KSI, Knowledge ware Computer Associate, Cap Gemini Ernst and Young, HP IPG.