

## **Bios of Muriel de Lathouwer and Freddy Tacheny**

- **Muriel de Lathouwer:** Mrs. de Lathouwer is Managing Director of Ariade Carbone since 2012 (engineering consultancy firm in energy and environmental matters) and of MuchH since 2010 (consultancy in marketing, strategy and sustainable real estate). She started her career as Consultant for Accenture, before spending 7 years at McKinsey in Brussels (she was Associate Principal between 2006 and 2008, specialized in telecom, high tech and media sectors). In 2008 and 2009, she was Chief Marketing Officer of BASE (KPN Group Belgium). She is an Engineer in nuclear physics (ULB, Brussels), and holds an MBA from Insead (Paris). She is a member of Women on Board (Belgian association gathering women who are members of Board of Directors), and a member of the Board of Directors of Amoobi, private start-up.
- **Freddy Tacheny:** Mr. Tacheny is Managing Director of Zelos, a company he founded in 2012, active in the organization of sporting events and in advising stakeholders in the media and sport worlds. Zelos is notably taking care of a MotoGP® team and different professional sport teams (such as *Spirou de Charleroi*, the *Sharks of Antibes* or *Verviers-Pepinster* in basketball). He started at IP (the advertising arm of RTL Belgium) in 1989, where he became successively Marketing Director and Managing Director in 1999. Expert in editorial content at an international level, he became General Manager of RTL Belgium in 2002, a position he held until his departure of RTL Belgium in 2011. He holds a Master in Business Sciences (ICHEC, Brussels). He is a Director of BMMA (Belgian Marketing and Management Association), of which he was the Chairman during 11 years. He is also the Sport Chairman of the Jules Tacheny circuit in Mettet.