



# Bart Leirs

Creative & Strategic Business Development Professional

📍 Paris, France

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## Links

 [LinkedIn](#)

## Languages

Dutch (Native)

French (Work Proficiency)

English (Fluent)

## About

Creative and Strategic Business Development Professional with a 15-year track record in elevating the luxury fashion and interior design sectors. Recognized for strategic decision-making, strong analytical skills, and business acumen. Seeking to leverage my entrepreneurial spirit, collaborative skills, and process oriented mindset.

### BRANDS WORKED WITH

Studio MTX

Gert Voorjans

LES HOMMES

McQueen BV

Pieter Porters

Silver Lining Bart Leirs

vanthiel

## Experience



### ● General Manager & Project Manager

Gert Voorjans | Jun 2018 - Now

Gert Voorjans is an interior architectural company, designing exclusive interiors for private and corporate clients such as Dries Van Noten, Shangri La Hotels, Sir M. Jagger, The Lane Crawford Joyce Group.

\_Led over 10 high-end interior architectural design projects with budgets averaging 2M, steering cross-functional teams, aligning with strategic and operational goals.

\_Optimized end-to-end sales workflow, merging financial planning with analytics to improve operational efficiency and P&L clarity.

\_Orchestrated the production and digital marketing campaigns of an exclusive "Collectibles" auction and book release, overseeing diverse stakeholders and driving the successful sale of +90% of the art, antiques & collectibles.

\_Led global trademark registration and the negotiation of new licensing agreements, supporting the strategic expansion of brand reach and protecting intellectual property on an international scale.

\_Negotiated & closed a +1M€ design contract with Shangri-La Hotels & Resorts for the complete interior design of their 5\* Hotel in Hangzhou, China.

\_Developed and implemented a rebranding and marketing strategy that refreshed the brand's image and elevated client engagement. Resulting in a 30% boost in website traffic, a 70% growth in Instagram followers.

\_Acted as the principal liaison for media relations, for prestigious publications such as AD Magazine, Vogue, and Tatler enhancing the brand's image and fostering strategic partnerships.

### ● Business Consultancy & Project Management

Silver Lining Bart Leirs | Jan 2013 - Now

\_Business Strategy Consultancy for STUDIO M a design studio with clients such as Dries van Noten, Chanel, Axel Vervoordt, Tiffany & Co. and Louis Vuitton

\_Co-Produced the book "Dancer" by Wim Vanlessen, former Principal Dancer with The Royal Ballet Flanders

\_Acted as Event Producer & Project Manager for marketing events for clients such as: City of Antwerp, Patek Philippe, and LES HOMMES



### ● International Business & Brand Manager

vanthiel | Jan 2014 - Feb 2015

VAN THIEL & CO. is an international furniture designer and sourcing company for a select group of retailers in the U.S. and around the world.

\_Managed all direct +200 retail & project clients for EMEA & APAC regions, and increased revenue on average with 20%.

\_Organized trade fairs in Paris, France; Las Vegas & High Point, USA for the Van Thiel & Co. brand, and its licensee Ralph Lauren Home.

- \_Collaborated with department stores; such as Al Tayer Insignia and independent retailers for shop-in-shop concepts.
- \_Consolidated & analysed the all regionals sales of a collection comprising over 500 SKUs, evaluating their commercial viability while maintaining creative integrity and market appeal & presented reports to stakeholders.
- \_Upheld the licensor Ralph Lauren Home's distribution & brand guidelines to ensure their brand's image is consistent across all B2B & POS channels.
- \_Supported the US distributor Four Hands in defining the assortment for the US market by sharing worldwide sales & distribution knowledge
- \_Co-Integrated key account Restoration Hardware's EDI system with company's ERP, streamlining client orders of +10M€, production, logistics and invoicing.



## ● Wholesale Business & Brand Manager

Pieter Porters | Jan 2011 - Jan 2014

- \_Co-launched the start-up of the Wholesale Business in collaboration with the Creative Director and the investor, assuming a key role in defining and executing the Go-To-Market and Branding & Marketing Strategy, resulting in a +1M€ revenue/year in 3 years.
- \_Led wholesale trade fair initiatives and cultivated direct sales with multi-brand outlets
- \_Coordinated the manufacturing & product sourcing activities in Asia.
- \_Implemented and Managed ERP / CRM systems for +700 SKUs, +150 clients, +300 orders/year.
- \_Connected the ERP/CRM system with a B2B ecommerce website ensuring seamless integration of order entry, invoicing, and payment collection, resulting in 80% order sell-through per sales campaign.
- \_In coordination with the Creative Director co-developed the collection from 50 to 250 unique SKU's.

## ● Assistant Manager

McQueen BV | Jul 2010 - Dec 2010

Holding company with a boutique hotel, museum café & event venue.

In my role as the owner's right-hand, I undertook a wide range of responsibilities that encompassed the overall daily management of the business.

Implemented marketing campaigns, including the successful launch of social media channels and a website, with the strategic objective of driving hotel bookings and event quotation requests.



## ● Sales & Operations Coordinator

LES HOMMES | Apr 2007 - Jul 2010

Created by Belgian fashion designers Tom Notte and Bart Vande Bosch, LES HOMMES is a modern menswear brand.

- \_Collaborated with the Sales Manager to develop and execute the global wholesale sales strategy.
- \_Assisted the Creative Directors in creating marketing assets such as look books, photo shoots & brand books.
- \_Coordinated the showroom, including managing staff, organizing appointments with buyers, managing fashion show invites and seating plan, and ensuring the showroom is presentable at all times.
- \_Processed all orders, including credit and debit control, factoring, distribution and ensuring timely after sales service.

## Education & Training

2010 - 2010

### ● EHSAL Management School

General Accounting, General accounting

1998 - 2000

### ● H. Pius X Institute

General Business Management,

1998 - 2000 ● **H. Pius X Institute**  
Economics,

1996 - 1998 ● **H. Pius X Institute**  
Photography,