

FABIENNE DAMSIN

Strategic Thinking - develop a vision, innovate and articulate strategies
Leadership & People Management - built and inspire strong teams to results
Stakeholders Engagement - network and engage stakeholders and partners
Change Management - position the organization in challenging environments



CONTACT

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LANGUAGES

English - Fluent
French - Fluent
Dutch - Working level
Spanish - Working level

WORK EXPERIENCES

2019-August 2020 - WWF Belgium Fundraising, Communication & Education Director

Lead the reorganization of the **department**, formulate the department **overall strategy** and implement a **strategic planning**. Drive implementation of state-of-the-art fundraising and communication:

- Integrate **3 teams** in **one departement**, using collective intelligence and Agile working methods
- Design a **transversal strategic planning**, aligning processes and objectives
- Lead a **team of 25 people, generating a revenue increase of 11%** and a **youth participation increase of 14%** over 1 year
- Initiate and lead the first WWF **emergency fundraising & communication campaign, raising 850.000€ in 4 weeks**
- Drive the **digital transformation**, diversifying FR & youth acquisition and strenghtening public engagement for WWF

2008-2018 - Belgian RedCross Fundraising and Communication Director

Conceptualize and drive the execution of an **integrated communication and marketing strategy that generate a sustainable revenue increase** and a **strong influential brand**:

- Build and supervise impactful **fundraising & communication team of 25 people**
- Design and oversee the **implementation** of solid **governance processes to drive engagement** of donors and volunteers
- Develop **sustainable fundraising streams** across multiple markets and channels, Increasing revenues **from 4mio€ to 12mio€**
- Manage **key strategic private and public partnership**
- Conceptualize and execute a **communication strategy** that enhance brand positioning
- Structure and lead innovative **communication campaigns**
- Responsible for **key media relations, crisis communication** and acted as spokesperson
- Part of the International Red Cross Brand initiative and **speaker** at the International **fundraising skill share**

1998-2008 - Orange

Marketing Portfolio Manager, Digital products & services

- Lead and **supervise innovation product development team** (6 people)
- Design, structure and implement **strategy for innovative digital products** (market segmentation, benchmarking, positioning, offers)
- Design **persuasive business plans** leading to stakeholders buy-in
- Ensure **successful implementation of new products** through project management tools and processes (feasibility study, resources and budget allocation, activity planning, stakeholders management, audit of results)
- Coordinate and **drive organisation wide project teams** (Sales, Finance, Communication, IT, Customer Care, Marketing)

Siemens - Software Designer

1996-1998

- Develop new features on mobile network (coding)

OTHER EXPERIENCES

Speaker at several fundraising international conferences

(Red Cross international conferences, Fundraising Days@EVA, KBC Bank partners, Rossel)

Capacity building on Change management, communication and fundraising for several non-profits (freelance missions)

Lecturer on crisis communication, Fundraising Strategy & Planning (EPHEC School, EPFC, EVA)

Advising digital marketing & tech startup in go-to-market and sales (Selma, Witatoo)

EDUCATION

2017 - 2018	Master in Gender Studies , (ongoing) ULB	Brussels
2016	Humanitarian Diplomacy , DiploFondation	Geneva
2003-2007	Master in International Relations , ULB	Brussels
2001	Strategic Marketing , MCE	Brussels
1992-1996	Master in Engineering , Telco, ISI Grammes	Luik
2000-2018	Trainings: Conflict Management, Negotiation, Finance	

PERSONAL INTERESTS

- Travel around the world, for work and for leisure.
- Attend lectures on innovation, change management & management evolutions
- Trekking & Nature discovery