

Laurent Franken

Senior Consultant – Organisation & Change Management



Contact

📞 +32 484 186 406

✉️ laurent.franken@eiffel.be

📍 45, avenue Victor Rousseau
B - 1190 Bruxelles

🌐 www.eiffel.be

Languages

French (C2) ● ● ● ● ●

Dutch (B2) ● ● ● ○ ○

English (C1) ● ● ● ○ ○

Skills

- Change management and transformation projects
- Organisational and cultural evolution
- Executive decision support
- Intervention in complex or stalled projects
- Work organisation, hybrid models and governance
- Workplace strategy for performance
- HR procedures for SMEs (recruitment to exit)

Education

- Culture and change
Conservatoire Nat. des Arts et Métiers, Paris 2009 - 2009
- Systemic Analysis of Organizations
Centre pour la Formation et l'Intervention Psychologique, Brussels 2005 - 2007
- Master's Degree in Business Administration
Cooremans Institute, Brussels 1994 - 1996
- Bachelor of Science in Industrial Engineering – Construction
École Centrale des Arts et Métiers, Brussels 1988 - 1993

Experience

• Fondateur / Senior Consultant

Eiffel Services

2003 - Today

Scope of activities

- Executive support for organisational and cultural change
- Design and implementation of work organisation, hybrid models, work governance and related workspaces
- Structuring and piloting of operational projects
- Alignment of organisation, practices and collective dynamics

Typologies of engagement

- **Large groups and public institutions**
→ Interventions from local executive teams to middle management on workplace, organisation and change projects
- **SMEs and mid-sized companies**
→ Direct support from top management to teams on work organisation, change management and HR structuring

Selected Projets - Large Groups and Institutions

- **Organisational model for hybrid work and shared workspaces**
Methodology design and implementation, including change management, for 3,000 administrative employees.
GSK Belgium, Wavre (2020-2025).
- **Implementation of a flexible work environment**
Project lead for the workplace model and change management.
BNP Paribas - Personal Finance, Levallois, France (2015-2017).
- **Operational sites reorganisation and change practices**
Executive support to operational sites reorganisation, management practices and cultural change
Bruxelles Propreté, Brussels (2015-2021).

Selected Projets - SMEs and mid-sized companies

- **Organisational transition and leadership support**
Direct support to the CEO and management team on organisational transition, work organisation and governance.
- **HR structuring and management practices**
Design and implementation of HR processes (from hiring to exit)

• Business Support Manager

Blue Squares Holding (Audiovisual Industry)

2003 - 2004

• Workplace Consultant

DBAssociates, Brussels (Workplace Consulting)

1998 - 2002

• Sales Manager

Silidur, Brussels (Fibre Concrete Floors)

1997 - 1998

• Construction Project Manager

Maurice Delens, Brussels (Building Contractor)

1993 - 1997