



LUC GEELLEN

DIRECTOR OF PROCUREMENT

XEROX SUPPLIES EUROPE

BIOGRAPHY

Since 2008, Luc Geelen has been the Director of Procurement at Xerox Supplies Europe.

Previously, between 2000 to 2008 Luc was General Manager of Xerox Supplies Benelux. Before this, he was the Operations Manager Xerox Supplies Belgium during the period 1997 to 2000.

Prior to joining Xerox, Luc worked as a Commercial Managers Flanders at Ricoh. Also, he was the Marketing & Purchasing Manager for Buhrmann Belgium.

Luc completed his masters in Applied Economics at the University of Antwerp. In addition, Luc's education includes Insead, Incumbent Vice President training at Colorado Springs in the U.S.A. and Green Belt Lean Six Sigma.

ABSTRACT

THE CHANGING SHAPE OF OFFICE PRINTING

Luc Geelen will be discussing digital production trends as well as attracting, retaining and developing channel partners and defining the customer. He will also focus on value propositions, as well as getting value to market. In addition, he will discuss developing multi channel strategies.