

Valérie LÉONARD

Degree in Commercial and Financial Sciences (ICHEC)

Independent Communications Consultant, B2Win

Biography



What's essential in the course of one's life? **Passion!** The passion to set off on new adventures, passion to do things well, to take on causes or projects, a passion for succeeding, creating, innovating, changing, explaining, motivating... At the dawn of the third millennium, isn't the field of business communications *the* professional environment for the blossoming of a passionate nature?

Such is the conviction of Valérie Léonard. In communications for a long time now, she submerged herself in it after finishing her studies in **1997**, in the whirlwind of working in press relations (PR). She began at IBM Belgium's communications department, the perfect place to rub shoulders with the reality of the field, with announcements and with the media in the IT sector, a sector rich in new developments.

In **1998** came time for a change. After working for the major multinational she did a stint at a Brussels PR agency, Key Communications. This time, the challenge was to have contacts with multiple accounts, in other words, to satisfy a range of clients, something that would expand her skills.

A few months went by. Indeed, the breeding ground was not yet ripe for an impassioned person to run the ship... not by floating along, but by maintaining course. It was a very natural initiative to opt for proactivity by changing employers, while remaining attached to a job and a sector whose promises of a boom were confirmed with the exponential expansion of the Internet. Then, it was the turn of a second PR agency, Management Communications.

Question of being able to roll on the information highway, this time it's the right call. Junior Communications Assistant in the beginning, Valérie Léonard took on one, then two, then other major clients, which led her, as years went by, to be promoted Senior Account Manager in charge of press relations for major companies such as Isabel, Dell, Systemat, Selligent and others.

Recently, in **2004**, it's as a confirmed professional that Valérie founded her own agency, B2Win, something to keep going by actively helping in boosting the brand image of companies who trust her. Valérie gladly shares her passion. That's how she was called to assist as a trainer for marketing courses given by ICHEC Enterprises for Bruxelles Formation. Target audience: managers seeking jobs, who need to reorient their career.

As media are also active on the Internet, Valérie extended in June **2008** B2Win's PR services with Online Reputation Management.

All in all, it is therefore about a successful professional path 'into the wind'. Not that the approach consists in orchestrating showy communications – quite the contrary. But as tangible realisations prove, vision, audacity, creativity and simplicity turned out to be the ingredients for success. And it goes without saying that this story is definitely to be continued!