

# ICHEC IN THE WORLD

Among ICHEC's 12,000 alumni, almost 1,700 work overseas, as far afield as Brazil, China, why they left and what they learnt from their experience abroad.

**JEAN-BAPTISTE BINZ (2000\*) - Chief Operating Officer @ Bank of America Merrill Lynch - New York, USA**

French native Jean-Baptiste Binz has worked in London, Chicago and now New York, where he is chief operating officer at Bank of America Merrill Lynch. "I've always been drawn to travel, to seeing different things and once you've had that experience you can't go back," he says. **"There's a thrill about living abroad, exploring a new language and culture. Open, multicultural cities really appeal to me."** He grew up in Metz and always had an interest in finance. "I got to experience the banking industry in Chicago, which used to be the banking capital. Now, if you want to be in finance, the opportunities are really in New York, Asia and London." London and New York, he says, are special places to work and to live. "They're full of people in high-paid, stressful jobs and you can feel it in the city, in the pace of life, in the way people walk down the street. But you have to have an escape, or they can eat you alive!"



**FABRICE WINANDY (2013) - BUSINESS PLANNING MANAGER @ GRUPO NORSUL - SAO PAULO, BRAZIL**

Fabrice Winandy was born and raised in Brazil, with Belgian parents and grandparents. He was drawn to Brussels to study and has since returned to his homeland. "I started studying in Brazil but thought there was more I could do elsewhere and wanted to get some experience while living abroad," he recalls. He's also lived in Spain and the UK, but has found plenty of challenges in the way business is done back home. "I'd been in Europe for ten years and it's quite different. **There are lots of challenges, which I didn't miss!**" Fabrice is business planning manager for holding company Grupo Norsul. His job involves dealing with international companies that want to set up in Brazil.

(\* ICHEC graduation year)

South Africa and Australia. Eight former students tell us what they're doing now,



**RODERICK DONKER  
VAN HEEL (1991) - CEO &  
FOUNDER @ YSOLUTIONS -  
MADRID, SPAIN**

Roderick Donker van Heel's father was a Dutch diplomat, a background that set the scene for a varied and well-travelled international career of his own. Born in Costa Rica, he has also lived in Algeria, France, Canada, Italy, Belgium, Greece, the Netherlands, Germany and now Madrid, where he lives with his Spanish wife. **"I didn't set out to have such an international career, it was really just opportunity,"** he says. "I was used to travelling and have never seen it as a barrier. If someone said to me, 'can you go and work in Greece?', I would say 'sure, why not?' [...] **There is no 'best' place to work in; every country has its advantages and disadvantages.**" He specialises in transport and logistics, an area that has changed beyond recognition in recent decades. His newest venture, Resertrip ([www.resertrip.com](http://www.resertrip.com)), aims to capitalise on the growth of international travel and make the process of booking travel easier. "The problem with mobility now is that there are so many options, it's hard to find the best deal, so we're trying to bring it all together. The start of the digital revolution was twenty years ago, but for some reason bus companies have been slow to adapt."

**MARIE LOGÉ (2011) - REGIONAL  
MANAGER @ B.K.S. - BANGKOK,  
THAILAND**

Having started out in banking, Marie Logé decided it wasn't the industry for her; the late 2000s weren't the best time to be involved in finance and she missed having a tangible product to work with. Having had the chance to spend a semester in Macao and attending the Global MBA programme in Taipei during her studies, she's now a regional manager with BKS, a Belgian knife specialist, based in Bangkok. "I knew I wanted to work for an SME," she says, "It's a much better fit for my personality. [...] **I was fascinated by the Far East and this was the perfect opportunity to explore the region and understand what's happening in business there.**" Business in this part of Asia moves fast and that's something else that suits Marie down to the ground. "The population is very young and there are a lot of new concepts," she says. "They know they can't compete with cheap labour in Bangladesh or India, so they really have to innovate."

Want to know more about ICHEC alumni abroad?  
Read the full profiles of these 8 alumni and  
others on [www.ichec-alumni.be](http://www.ichec-alumni.be)

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## RICHARD AUSTIN JONES (1991) - HEAD OF CENTRAL BANK SERVICES @ BANK FOR INTERNATIONAL SETTLEMENTS - BASEL, SWITZERLAND

Richard Jones works for the world's oldest international financial institution, the Bank for International Settlements. As head of central bank services, he is responsible for developing and managing business relationships between the BIS and its central bank customers. Richard is a lifelong expat, born in Paris with British nationality, brought up in Brussels and educated at the European School. As part of his studies at ICHEC, he spent time working in a company in the US and, on graduation, began working in Luxembourg as a financial analyst, then as a trader and an investment banker, before moving to Milan. His current job has seen him based in Basel, Switzerland, since 1999. "I was brought up in an international environment, but **it is pure luck that I've ended up working in the countries I have. There's a very attractive quality of life here in Switzerland and working at the BIS is very different to being in the 'private sector'**. Its nature means it's not a typically Swiss company and although we're a small institution we have almost sixty nationalities working here."



## MIK KABEYA (2010) - ANALYST (FIG) AT

Mik Kabeya is currently based in Dubai, where, as an analyst at Moody's, he is responsible for a portfolio of 18 Middle East banks and non-banking financial institutions based in Oman, the UAE and Kuwait.

**"ICHEC Alumni's mentorship programme was instrumental in helping me find my first job abroad here in Dubai, through my mentor's network"** he says. "My current job capitalises



## NATACHA JUSHKO-HELOU (2004) - SALES AREA MANAGER EASTERN & SOUTHERN AFRICA @ NEXANS - JOHANNESBURG, SOUTH AFRICA

Being chosen as a laureate of the Prince Albert Fund in 2007 was the springboard for Natacha Jushko-Helou to launch a career in Africa. Based in Johannesburg for the past three years, she enjoys the varied and vibrant nature of her adopted home. "South Africa is a symbol of diversity at all levels; culturally, economically and geographically," she says. **"You meet people from different cultural backgrounds every day and it creates a particular dynamic."** She's an area sales manager for Southern and Eastern Africa at Nexans, a world leader in the cable industry. "Despite Africa being a fast-growing continent economically, ten years ago it rarely made business headlines," she says, "so I felt being sponsored by the PAF to work abroad would be a great opportunity to explore business in that part of the world." She started as a country manager in Kinshasa, in the Democratic Republic of Congo. When Nexans launched a commercial enterprise resource planning database, she got the chance to visit and train sales teams all over Africa and to coordinate the rollout for the company's Middle East, Russia, Africa division. **"There is no such thing as a normal day and that's quite enjoyable,"** she says. "Not only does my role involve sales management and regional strategy, I'm also in charge of managing our regional offices. As director, I'm involved at administrative, legal, financial and accounting levels."



### MOODY'S INVESTORS SERVICE - DUBAI, UAE

on my previous experience in capital markets and in retail banking credit. There's not really a typical day in this job given the somewhat unpredictable nature of some credit developments, but activities usually fall into three categories: issuer coverage, research and investor outreach. The job requires an analytical approach, strong written and verbal communication skills to engage with issuers and investors and a real interest in regional and global economic and political developments." During his degree he grabbed the opportunity to spend a term studying at the University of West Florida." ICHEC's robust and yet practical approach to study really prepared me well for the challenges of an international career" he explains. "Beyond those skills, **I have also gained a network that I can reach out to and that's a valuable asset in the professional world.**"



### ESN: AT THE SERVICE OF EXCHANGE STUDENTS

ESN ICHEC offers exchange students a broad range of social and integration activities such as sport events (football championships, runs), themed parties as the "Bus party" (picture) and the "Latin Night", or day visits in Belgium's main cities. ESN also takes exchange students on trips to Paris or Amsterdam. The integration of foreign students at ICHEC is always a success thanks to the dynamism of a team of 23 students from different years!

### AIESEC: HUMAN FOCUS

AIESEC ICHEC is part of the AIESEC Network (International Association of Students in Economic and Commercial Sciences), present in more than 120 countries. The association's goals are peace and human potential development. It aims at developing responsible leadership among students. AIESEC offers students and graduates the opportunity to do internships and volunteering work abroad for a reasonable price. Students also have the possibility to join and work in one of AIESEC's departments (finance, marketing, HR...) in order to develop their own leadership skills.



### CATHERINE MONFORT (2003) - NATIONAL ACCOUNT MANAGER @ SUNRICE - SYDNEY, AUSTRALIA

For the past nine years, Catherine Monfort has been building her career in the southern hemisphere. Now based in Sydney, she's previously worked in Vietnam and New Zealand. When she arrived in Australia four years ago, she worked for Mars Petcare as a category insight manager. She's recently moved on to an Australian company, one of the largest rice food companies in the world and into a pure sales role as national account manager. **"I love being accountable for my small portfolio, negotiating deals, setting up strategy with my retailers and seeing the impact instantly in store.** Most importantly, I love promoting a rice grown locally and supporting farmers in New South Wales" she says. "The most unusual work experience for me was definitely in Vietnam, where I integrated a team of fifteen Vietnamese and I was the first foreigner to ever join that team. I'd face cultural challenges every day where it was essential to not confront anyone and be very alert to body language - always saying yes when in many instances I'd mean no."