

BIOGRAPHY

Jasmine De Clerck

Founder, Managing Director & Coach



[See my profile](#)

Jasmine's experience spans coaching, advisory and business leadership roles at international scale. She lived and worked in South Africa, India, the United States and France. She has been advising global organisations in talent acquisition & executive development for well over 15 years.

At the Center for Creative Leadership (CCL), a global, Financial Times ranked institution specialised in leadership development, she worked as consultant and coach to senior executives of global and EMEA organisations. She has led one of the largest business regions in EMEA, as General Manager France, Benelux and the Nordics.

*"I am passionate about Effectiveness AND Transformation.
Managing current operations effectively while preparing for
a possibly disruptive future is key to any leadership role."*

Her business transformation experience involves building the business scenario's for a global consumer goods company on how to transform its HR services in EMEA, implementing EMEA-wide IT-systems in a telecommunications company, and investigating outsourcing opportunities across the value chain for a global life sciences company. The latter involved a one-year assignment in India. She started her career as Foreign Direct Investment Advisor to companies interested in setting up shop in Flanders, Belgium.

Most recently, Jasmine worked as Partner at Korn Ferry, assisting executive teams in defining their leadership strategy and transforming their organisation for higher performance. At Spencer Stuart's Leadership Advisory Services, she worked as consultant on executive assessments based on Spencer Stuart's proprietary methodology (Executive Intelligence™). Projects involved succession planning, selection, individual development

planning and the evaluation of management teams post merger and acquisition or buy-out by private equity.

Voluntary Work: Mentor to young entrepreneurs selected by the Prince Albert Fund, Jury Member/Chairwoman and Advisor to the Board for over 12 years (princealbertfund.be); Coach at the Humanitarian Coaching Network (hcn.org), a network serving leaders in the humanitarian sector.

Her educational background includes a Master Degree in Applied Economic Sciences & International Management at the Catholic University of Antwerp; management programs at Harvard, the Chartered Institute of Personnel Development, and the Antwerp Management School. She is ICF-accredited coach since 2014 and certified in various psychometric instruments, assessment tools, methodologies and models.

In her coaching practice, Jasmine guides clients through their transition to a new role which requires adaptation to a broader and more complex range of responsibilities. Jasmine works with her coachees to shape their agenda across the full range of leadership competencies. Her assignments most often cover one or several of these aspects:

- Self-awareness and self-management
- Team leadership
- Building effective networks that support the business today and tomorrow
- Strategic influencing, thinking and acting
- Shaping increased organisational engagement, and driving change

Depending on whether the organisation needs to build strategic alignment to support business transformation or accelerated growth, Jasmine can help you to build a solid story and talent support program. She has access to a wide network of global experts.

Clients include well-known brands in the life sciences, financial services, engineering, FMCG, food ingredients, retail, environmental technologies and petrochemicals industry. In addition to working with strategic consultants and digital disruptors.

CLIENT FEEDBACK

Scaling a company comes with quite some challenges. One of those main challenges is to ensure that the management team is future proof and that there is a healthy culture within that team that motivates progress and performance.

Thanks to the workshop Jasmine facilitated, we started constructing an explicitly narrated / shared sense of direction within our management team. This direction is now enabling us in our day to day operations to work constructively together in achieving a common objective that is both rationally as well as emotionally shared.

Jasmine's experience and guidance really elevated not only the process, but also the outcome and the impact for us. We have not only learned a lot about ourselves as individuals, but also about Willow as a team. Thanks to a tangible and actionable identification of strengths and weaknesses we are now able to build a better and bolder Willow!

Ludwig Dumont, CEO Willow

Jasmine has been my coach for a year as I was onboarding into the role of General Manager of the largest and most diversified special economic zone in Africa. The role had several challenges related to the rapid upscaling of the operations, managing government and stakeholders' relations, and compliance to international best practices.

During the sessions with Jasmine, we explored my leadership brand and the impact I wanted to have in engaging the team in the Zone. We looked at how to balance organisational tensions and build a high-performance culture.

I appreciated Jasmine's insights and rich experience in the field. She astutely combines her executive assessment and coaching expertise without overloading me with information. She gave me quite a lot of food for thought!

She is both highly personable and professional, and has the skills required to help transform a leader from a transitional phase to one of effectiveness and success driven by his or her inspiration to the team. I would highly recommend her as coach and advisor.

Létondji Beheton, General Manager GDIZ Industrial Zone Bénin, at ARISE

I had the pleasure of working with Jasmine as my coach during my time in Belgium. She is very trustworthy and professional. By applying several different coaching techniques across a range of sessions, my journey with her felt like building a puzzle. As we continued, there was one day where all coaching pieces came together. I could see the whole puzzle and was much clearer on where I wanted to go with my personal and professional life. Every coaching experience is unique, but I would definitely recommend Jasmine!

Constanze Nuesperling, former Vice-President Finance Transformation UCB

I met Jasmine when our holding company was doing some executive workshops to identify future successors within our business. It was a multi-step process with virtual workshops and assignments. I appreciated Jasmine's dedication with getting to know me both professionally and personally; and her feedback was a very good indicator of how I see myself as well. There were areas to build around and feedback to grow, which allowed me to advance my skill set. Being a leader means you wear many hats, and Jasmine was able to break those down into different areas for me to focus on which was helpful in me being able to put her feedback into action.

Vin DeRobertis
CEO Americas, Savantas (Digital Marketing)

"I really enjoyed working with Jasmine, and feel that her style of coaching really helped me tap into some subconscious limiting beliefs and trigger points, that were creating cognitive distortions for myself. I felt that the tools we used, such as the 360 were insightful to help me understand better how I am perceived by certain individuals, such as my manager. The triad conversation also enabled a new space for communication with my line manager, and feel that it's an important step for us to build a more effective feedback and feedforward best practice."

Fintech executive
