

Michael Boeckx starts as CTO of the NRB Group

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Today, Michael Boeckx is performing his first day of work as Chief Technology Officer at the NRB Group, one of the leading providers of ICT services and solutions in Belgium. In this role, he will be directly reporting to the CEO.

The position of Chief Technology Officer is new at NRB. "This role and its responsibilities were assumed in different places in the organisation; our experts were and are still doing a wonderful job - each in their own field," explains Pascal Laffineur, CEO of the NRB Group. "However, we see that the speed at which digital technology is evolving is still increasing. The cloud has become an almost inexhaustible source of technological solutions. At the same time, the impact of digital technology on the functioning and on the success of our customers and NRB is becoming increasingly important. For NRB, as a partner, inspirer and coach in the digital transformation of its customers, it is therefore crucial that someone at the executive level has an overall view at all times and ensures that we always make the best use of the right technology for ourselves and, above all, for our customers. The CTO's mission is therefore to design, implement and manage an industrialised process for innovation and technological management. After all, he will be responsible for the technological backbone of the company. He will translate the corporate strategy into a technological strategy, also in the longer term. And he will ensure the correct and consistent implementation of this technological master plan. This executive reinforcement is definitely another milestone in the transformation journey of The NRB Group."

Michael Boeckx, 39 years old, studied electronics ICT at the Katholieke Hogeschool Kempen and has a strong track record in IT. He started his career as IT Infrastructure Architect with Pentair Water Europe and then joined IBM, where he worked in the fields of presales, post-sales and project management. In 2010 he joined IRIS ICT as Head of Pre-Sales & Delivery. Between 2015 and today he was Senior Global Architect reporting to worldwide CTO and EMEA CIO at VF Corporation (VF Corporation is a world leader in branded apparel, footwear and accessories, with nearly 70,000 employees and 12.4 billion USD in revenue).

Michael Boeckx: "What convinced me most was the fact that NRB can present a strong strategic growth plan that is based on continuity thanks to proven strengths and existing customers on the one hand, and on a transformation plan that focuses on optimising the organisation, the technological portfolio and the commercial growth on the other. Fulfilling a role in this as a CTO, facilitator and bridge builder between the operational and the commercial seems to me a fantastic challenge and opportunity."

Message to the editor: pictures of Michael Boeckx can be downloaded through [this link](#). If you would like to set up an interview with Mr. Boeckx, please contact Daniel Eycken or Bart Inslegers (contact details below).

About The NRB Group

With a consolidated turnover of €323 million and over 2,000 employees, the NRB Group ranks in the top three of the Belgian ICT industry.

NRB helps its customers to fully benefit from ICT assets in order to optimise and accelerate their processes, innovate and allow their business to grow and evolve with a view to keeping up with the new digital reality.

Within this context, NRB provides a complete range of ICT services based on four key areas: consultancy, software, infrastructure & cloud services, and managed staffing.

NRB focuses on Belgium's key sectors: the public and social sector, the energy and utility industry, the financial services sector and the industrial sector, while Trasys International, which is also part of the NRB Group, is aimed at European and international public and corporate organisations.

Xperthis provides specialised ICT solutions for the healthcare sector. Cevi and Logins in Flanders and Civadis in Brussels and Wallonia are specialised in ICT products and services for local authorities.

More information is available at www.nrb.be

For more information:

Daniel Eycken, Director of Marketing and External Communications

Parc Industriel des Hauts Sarts, 2ème Avenue 65, B-4040 Herstal

T: +32 4 249 70 45

E: daniel.eycken@nrb.be

Bart Inslegers, Quadrant Communications

Marie Popelinkaai 3 bus 1, B-9050 Gent

T : +32 9 210 53 58

M : +32 472 480 186

E : bart@quadrantcommunications.be