

Luc Bracke

Oude Dendermondsestraat 49

B-2830 Willebroek

Belgium

+32470514435

lbracke@hotmail.com



Professional expertise:



Service Manager EMEA

Dec 2023 – Present



Senior Manager, Global Customer Service
Senior Service Manager EMEA

May 2022 – Dec 2023
Feb 2022 – May 2022



Business Unit Service Mgr N&E- Europe
Service Mgr BNL & Distribution Network
BNL Service Mgr

June 2021 – Feb 2022
March 2021 – June 2021
Okt 2016 – March 2021



Customer Care Center Mgr
Technical Solutions Center Mgr
Service Mgr (Flanders region)

Okt 2013 – Okt 2016
May 2012 – Sept 2013
March 2007 – May 2012



Teamlead Belgium
Field Service Engineer

Feb 2005 – March 2007
Dec 1999 – Feb 2005

Currently, for Miraclon, driving the EMEA “Service as a Product” program.

2024 achievements:

- **transformed the service department** from a “cost center” into a “profit center”
- **insourced all field service activities** for the direct market
- **set up the spare parts warehouse** in Zaventem, servicing EMEA and APAC
- **grew service revenue with 12% and decreased cost with 9%**

Miraclon is a Private Equity owned company. The EMEA market is around 48% of the global Miraclon market, and consists of approx. 50% direct customers and 50% dealer market.

What do I offer:

I am a Service Professional with several years of experience in developing and maintaining customer-focused service and support teams.

I am able to adapt, design & implement new processes and procedures, find solutions and facilitate change.

I have a strong believe in “do what you say, say what you do” as being key to earning trust and foster Customer Satisfaction and Employee Loyalty.

Proven successful experience in:

- redesigning, improving and developing existing service structures
 - e.g. Siemens Healthcare Diagnostics after the merge of Bayer, DPC and Dade.
 - e.g. Project Lead for “One Healthcare Service” after the merge of Siemens in-vivo (diagnostics) and in-vitro (medical imaging) departments, resulting in a **recurring 620k€ savings per year**
 - e.g. 1st non-French member of SSDC, Stago Service Development Committee

- set up new service department
 - e.g. setup of 1st Stago Service Business Unit: North- and East-Europe
 - e.g. Siemens Customer Care Center after the merge of Siemens in-vivo and in-vitro departments

- setting-up the necessary service structure to facilitate the launch and support of a new instrument. e.g. Vista for Siemens, Noveos for Hycor, Shine and Prime for Miraclon

- setting up and maintaining the service structure for 2nd level distributor support
 - e.g. Scandinavia, Eastern-Europe and Russia for Stago
 - e.g. Europe and China for Hycor
 - e.g. EMEA for Miraclon

What am I looking for:

An international role (Global or USA/Europe) as Service Leader, either in a small or mid-sized company where my expertise can support the company growth and development, or otherwise supporting the set-up of a new department in a larger-sized company, doing what I do best: deploy my skills to bring the most possible benefits to the company and provide ease-of-mind in all service-related challenges.

Languages

Dutch	Mother-tongue
French	fluent
English	fluent

Education

Bachelor degree in Electro-Mechanical Engineering