

NICOLAAS BALIEU

Dynamic and results-oriented business leader with over 25 years of international experience in industrial machinery, power solutions, and architectural façades across Africa, the Middle East, and Europe. Recognized for building markets from the ground up, negotiating complex contracts, and aligning technical excellence with commercial goals. A hands-on strategist with deep technical know-how and strong cultural fluency in both developing and mature markets. Proven leadership in managing distributor networks, public-private partnerships, and large-scale project deliveries. Fluent communicator and natural relationship-builder with a successful track record across OEMs, contractors, ministries, and multinationals.



PERSONAL

- Name**
Nicolaas Balieu
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Lier/Dubai
- Phone number**
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- Email**
balieunicolas72@gmail.com
- Date of birth**
08-07-1972
- Nationality**
Belgium
- Driving license**
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LANGUAGES

- Dutch ★★★★★
- French ★★★★★
- English ★★★★★
- German ★★★★★
- Italian ★★★★★

SKILLS

- Leadership ★★★★★
- Development of Local Network ★★★★★
- Business Development ★★★★★
- Customer Relationship Management ★★★★★
- Multicultural Communication ★★★★★
- Sales Strategy ★★★★★
- Project Management ★★★★★
- Market Analysis ★★★★★
- Technical Expertise ★★★★★
- Strong Interpersonal Skills ★★★★★
- Team Management ★★★★★



WORK EXPERIENCE

- Apr 2023 - Jul 2025** **Alumet – Business Development & Project Leadership**
Dubai & International
 - ▶ Drove business growth for wall cladding and façade systems in the UAE, KSA, Egypt, and West Africa
 - ▶ Built strategic partnerships with architects, consultants, developers, and contractors
 - ▶ Delivered large-scale façade contracts (commercial towers, hospitality, civic buildings)
 - ▶ Navigated technical approval processes with Civil Defense and certification bodies
- Sep 2014 - Mar 2023** **Barry-Wehmiller – Independent Sales & Engineering Consultant**
Remote / Middle East & Africa
 - ▶ Provided technical and sales leadership for packaging machinery in paper and corrugated sectors
 - ▶ Trained distributor teams, offered on-site troubleshooting, and optimized machinery integration
 - ▶ Tailored commercial strategies to local markets in North Africa, the Gulf, and francophone Africa
 - ▶ Drove end-of-line machinery sales through consultative, engineering-led selling spare parting and AI tooling
- Nov 2003 - Jul 2014** **Resilux – Key Account Manager**
Europe & Africa
 - ▶ Handled major clients (e.g. Perrier, InBev, Heineken) in bottling and blow-molding and special tooling
 - ▶ Delivered technical and commercial support across Western Europe and Mea
 - ▶ Managed local sales teams and drove performance across multinational projects
- Sep 1995 - Nov 2003** **Caterpillar – Regional Sales Director Africa**
Middle East & Africa
 - ▶ Led regional sales and support for heavy-duty machinery, temporary power, and truck parts and automotive tooling
 - ▶ Negotiated and managed multi-year contracts with UN, NGOs, and military clients
 - ▶ Oversaw complex logistics operations from Africa to UAE, coordinating with Zurich HQ
 - ▶ Developed tailored solutions for humanitarian and government infrastructure projects



EDUCATION AND QUALIFICATIONS

○ Sep 1990 - Jul 1995

Master's in Industrial Engineering - Electro-Mechanics

University of Ghent - Belgium

Financial Management Certificate

Vlerick Business School - Brussels, 2014