



# KETERS MARIJKE

Managing Director

## PROFILE

As a **pragmatic** executive, I energize on establishing solid processes & **building trust**. I believe in harnessing the full potential of all employees, to meet the customer needs. My focus lies in **sustainable profitability** and growth with **respect for all stakeholders**. I facilitate transformations by **identifying & addressing bottlenecks**. Negotiating experience based on open communication with **a win-win approach** in mind.

## AWARDS

2022 Inspiring Fifty Europe  
2019 Factory of the Future  
2012 Nasa MSL mission

## STRENGTHS

Business strategy  
Product Development  
Manufacturing  
Innovative thinking

## LANGUAGES

Dutch – native language  
English - fluid  
French – fluid  
German - good

## CONTACT

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## WHAT I DO

I am genuinely passionate about technologies that have a positive impact on societal progress. My approach involves empowering teams through knowledge and responsibility. I focus on identifying and addressing bottlenecks across various processes, including strategy, business models, innovation, and operational or service-related aspects. Having come from a listed company, I bring a seasoned background in financials and company value, recognizing that financial resources play a crucial role in progress and growth. Lifelong learning is my mantra, and I hold a special interest in topics such as nuclear energy, STEM and board governance. Additionally, I closely follow how AI is shaping our way of life. When seeking inspiration or creating mental space, you'll find me walking in nature. I eagerly look forward to leveraging my experience and leadership approach in a technology company where I can create value with my skillset.

## WHAT I HAVE DONE

**2019 – sept 2023 Mirion Technologies - Managing Director Belgium**  
Leading 2 legal entities; the detector manufacturing entity in Olen and the Sales and Service (S&S) office in Zellik, with as target making the latter a premium S&S organization where it is great to work.

**2013 – 2019 Mirion Technologies Olen - Managing Director**  
Leadplant for the manufacturing and development of semiconductor detectors for ionizing radiation measurement, with a worldwide distribution. Results recognized with a Factory of the Future award.

**2009 – 2012 - Canberra Inc - Global Director Product Management**  
Product lifecycle responsibility for the complete detector portfolio, with a big impact on the ability to support the measurement need following the Fukushima incident.

## EDUCATION

**KUL / Campus Ostend/Hasselt**  
1987 – 1991 Master in engineering - Nuclear Electronics

**Vlerick Business School**  
2007 – 2008 Master in Innovation for Entrepreneurial Companies  
2020-2021- Advanced Management Program

**Guberna**  
2023 Board effectiveness

## MY JOURNEY

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As an engineer in nuclear electronics, I have a natural interest for technology and science, but truly energize by moving the needle as a team.

- I evolved from R&D to Product Management around 1997. Product Management learned me a lot about customers' needs and strategy. While enjoying my growing responsibility not only at work but also by having 3 children, the addition of new customers grew the turnover in my segment with 100% by 2008.
- Between 2009 and 2010, I worked for 15 months part-time in the US to get the detector production process back on track. It held challenges at many levels, integration and trust in the team, applying a data driven methodology, the commute combined with a young family. In March 2011 when the Fukushima incident happened and the need for measuring devices was extremely high, we tripled the production output without adding people and the on time delivery went from 25% to > 85%. I learned to stand my ground, believe in what I do and experienced the power of people if they believe in the path forward.
- Since 2013 I have been heading the semiconductor detector production and R&D facility in Olen, with worldwide distribution. The site was recognized with the Factory of the Future award in 2019. One of the key elements to success is engaged employees. This was achieved by growing the teams towards real autonomy and responsibility based on intimate knowledge of what they are doing, why and for whom. The latter stimulated a continuous improvement track making the Olen site a lead plant within Mirion. Revenue 17Meuro - ebidta > 30%.
- End 2019 this role was enlarged by adding the sales and service office for the Benelux. After many changes in management and employees it was a rough start with dissatisfied customers and poor culture in the organization. Despite COVID, I managed to turn this around into an enthusiastic and engaged team with customers clearly expressing renewed trust in this team and growing the business with more than 30%. Total P&L responsibility 25Meuro.
- The disruptive COVID years required flexibility with a focus on employee safety while continuing to serve our customers worldwide which we achieved through perfect teamwork. We did not lose one day of production and that can only be achieved by employee trust. During this period Mirion was preparing to enter the NYSE market which was accomplished in October 2021. It required a quick learning on the high demands on financial reporting, quarter results and compliance.
- The current geopolitical situation required a lot of flexibility and ability to change course for companies exporting worldwide. Russia, China, export limitations for dual use goods, supply issues! With a lot of anticipation and always a plan B in the pocket, we navigated the boat with craftsmanship through rough waters.