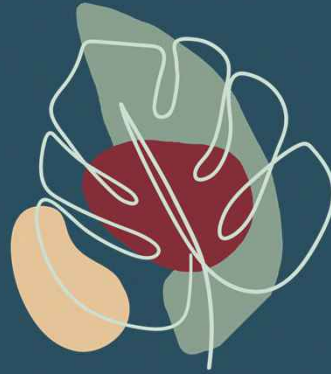




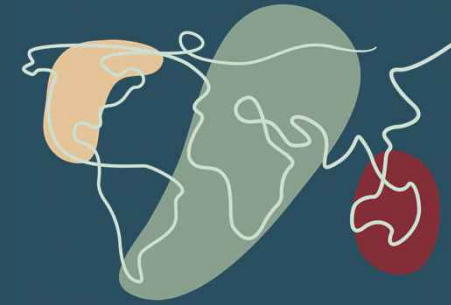
SEEDLINKS



Executive Search & Advisory



Focus on the Plantation, Agri,
Food and Commodities Sector



in Europe, Africa and
around the world

Seedlinks

a boutique **EXECUTIVE SEARCH** and **ADVISORY** firm with focus on the plantation, agri, food and commodities sector in Africa, Europe and around the world.

Finding the right team to be able to execute your corporate strategy is one of the most difficult tasks in doing business. Whether you are seeking a new opportunity or whether you need to recruit the best person to fill a need within your company, Seedlinks is there to find the right match.

Besides our executive search practice, we offer companies the following services:

- Advice on staffing/HR issues (high turnover in a multinational environment, impact of corporate culture, organizational structure, what does the market offer, are your key people happy, succession plan, ...)
- Management assessment
- Advice on Governance and board composition
- Advice on family business transition
- Recruitment strategy for Junior profiles ("Academy")

Seedlinks was founded by Helena Vandebeeck

Graduated summa cum laude as bio-engineer specialized in tropical agriculture, Helena worked for 20+ years for her Belgian family-owned multi-national company active in the tropical plantation business (turnover in excess of EUR 250 mio, EBITDA of 80 mio, +100.000 ha and 17,000 staff and workers).

Over her career, she worked in recruitment, M&A, operations, general management and has extensive board experience (including the role of Chair). Helena lived and worked in Ghana, Nigeria, Côte d'Ivoire and Gabon.

Helena also held the CEO position of a fantastic horticulture and tissue culture company active in Belgium, China and the USA. As the company was in distress her task was not an easy one, but she managed to turn-around the business in a matter of two years.

She has deep knowledge of the plantation and horticulture industry.

On her journey, she also learned the ins and outs of the boardroom. Over the last few years, she combined this with advisory work and held Board positions in several companies, ranging from start-ups to established players.



HELENA'S VISION

"I believe that ownership is the key to success"

"I know which DNA a person should have to be successful living and working abroad. I know what companies are looking for, when trying to fill key positions for their subsidiaries in Africa. I have "field expertise".

Through my career, I have experienced how hard it can be to find and keep the right talent and to keep teams motivated, especially in a multi-cultural and sometimes difficult or remote environment. I have experienced first-hand what people can mean for a company, how enriching different cultural backgrounds can be and how the right person can help a company grow and flourish."

"For me, a good leader is surrounded by better people. He or she has relevant experience, is positive, willing to lead by example, a good communicator, gives credit to those who deserve it, embraces differences in his team, and really goes the extra mile to achieve his goals."



APPROACH – EXECUTIVE SEARCH

At Seedlinks we use this experience and perspective to help clients match their needs with the right people and advice. We typically help our clients with C-level and senior management positions.

We are proficient in the English, Dutch and French language.

Every assignment starts with a thorough brief of the job, company culture and work environment. We need to understand every aspect of the role, including the required competencies and preferred character traits of the desired executive. Together we can define how you would prefer us to approach the search. We will communicate with you regularly to discuss our approach and progress.

Every candidate will be assessed on their possible fit for the role within your organization. We do reference checks and will provide you with a detailed report on every short-listed candidate.

We stay in touch with the preferred candidate through all stages leading to a successful outcome.

Our service is made to measure, underpinned by attention to detail and in the best interest of both clients and candidates.



APPROACH – ADVISORY

Through our vast experience with management of companies working in a multinational and multicultural environment, Seedlinks can offer advice and tailor-made solutions for challenges, such as:

KEY STAFF RETENTION

We can assist you in assessing the causes of retention problems, analyze the drivers and draft a plan to increase retention rates.

CORPORATE CULTURE

Diversity in all its aspects is at the very core of what Seedlinks stands for. We know how to make people of different backgrounds work together in an organization that stretches over different countries and continents. We can help you create a corporate culture in which everyone feels welcome and valued.

MANAGEMENT ASSESSMENT

Thanks to our deep knowledge on HR, we can also help you assess your organization: are the right people with the right competences in the right place? Is everyone motivated? Are the actual reporting flows the ones described in your organizational chart?

GOVERNANCE AND BOARD COMPOSITION

We can advise you on how to structure Governance and how to compose a (local) Board that reflects both your company's interests and that of its stakeholders.

RECRUITMENT STRATEGY FOR JUNIOR PROFILES (“ACADEMY”)

One of the best ways to prepare for the future is to hire and train young professionals and make them dream about a career in your company. Seedlinks can help your company to set up a ‘Youth-program’ or ‘Academy’ to source your next generation of senior staff whilst keeping your young potentials eager and motivated.





SEEDLINKS

WHEN IDEAS MEET PEOPLE

Are you **INTERESTED** in talking about your next senior hire, or any other services we can provide?

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