



Yvon Guérin

CEO Vandemoortele

Yvon Guérin joined Vandemoortele two years ago as Managing Director of Bakery Products with considerable experience in the French, Italian and American markets before assuming the role of Chief Executive Officer on July 1, 2020.

His career as a leader is marked by acquisitions, turnarounds of struggling companies, and returns to profitable growth, and his leadership will help Vandemoortele achieve its international ambitions while adhering to the mantra of 'shaping a tasty future, responsibly.'

Guérin attended ESSEC Business School and is proficient in five languages.



Filip Goethals

General Manager Bakery Products Europe & Export

A Vandemoortele employee of 28 years, Filip Goethals has filled a variety of key roles, amassing a variety crucial leadership skills and experience in the food and bakery industry. Working his way up from his first Vandemoortele role as sales manager, he currently serves as the General Manager for Bakery Products Europe and Export, a position he has held since 2014.

Goethals attended Ghent University and later received his MBA from Vrije Universiteit Brussel.



Wim Martens

International Commercial Manager Croustico & Export Bakery Products

The Business Unit Manager for Export Bakery Products at Vandemoortele since 2017, Wim Martens has been with the company for 25 years. During his tenure, he launched Vandemoortele's Croustico brand in 1998 in five Western European countries. He has experience across Europe, the United States, Asia, and Africa; has served in various management and coordinator roles; is highly skilled in management, marketing and account management; and is also proficient in five languages.

Martens attended Ghent University, studying bio-engineering, and received his master's degree in marketing from Vlerick Business School.

Martens resides in De Pinte, Belgium, with his wife, four children, and two dogs.



Raoul Dexters

General Manager USA

Raoul Dexters is a 20-plus-year veteran in the food industry and has served as the General Manager for Vandemoortele USA for four years. Through previous roles at AB Inbev, United Biscuits, and Neuhaus Chocolates USA, he developed skills in business planning, management, sales, and international business development that positioned him to help launch Vandemoortele and the Banquet D'Or® brand in the United States market. He has lived and worked in Belgium, England, Scotland, and since 2001, in the U.S.

Dexters is proficient in four languages and hold a master's degree in economics-business administration from KU Leuven.

Dexters currently resides in Providence, Rhode Island, with his wife, daughter, and son.



Filip Eeckhout

International Marketing Manager Croustico & Export Bakery Products

A 16-year Vandemoortele veteran, Filip Eeckhout currently serves as the International Marketing Manager Croustico & Export Bakery Products, a position he has held since 2017. Prior to this leadership role, he served as marketing manager beginning in 2004 and led the Croustico brand and concept development. His areas of expertise include business management and marketing strategy with a demonstrated history of working in the consumer goods industry.

Eeckhout studied business and economics at Ghent University and Vlerick Business School.

Eeckhout resides in Ghent, Belgium, with his wife and two children.



Johan Coppens

Culinary Advisor, Masterbaker, Vandemoortele

Johan Coppens has spent nearly 32 years with Vandemoortele and currently serves as Culinary Advisor and Masterbaker, ensuring the highest European-quality baked goods and hosting live baking demonstrations for customers. Prior to joining Vandemoortele, he served 10 months on a Belgian Navy ship in the Persian Gulf from 1987-88 as a baker pastry chef during the first Gulf War when Belgium was assisting U.S. troops. Coppens has worked in more than a dozen countries worldwide, including China, Japan, Singapore, Hong Kong, Macau, Indonesia, South Africa, Saudi Arabia, South Korea, USA, France, Italy, Croatia, Netherlands, and Germany. He speaks Dutch, English, and French.

Coppens currently resides in West-Flanders, Belgium, with his wife of 25 years.