



Patrick Balemans

Head of New Ways

Patrick holds a master's degree in Economics and Commercial Engineering from the University of Antwerp. He also attended executive education programmes at Insead and Vlerick Business Schools.

Career

- Patrick started his career in 1989 as a Purchase Manager for Atlas Copco, a global Swedish leader in air compressors, in facilities in Antwerp, Belgium.
- In 1992, he joined British Steel (today TATA Steel) in the Netherlands to start up the Belgian commercial activities. He became commercial director in 2000 for Benelux, participated in the merger with Hoogovens steel and grew the business until the end of 2004.
- Patrick joined Etex in 2005 as Commercial Director Benelux for the Exteriors division, developing the Cedral and Equitone.
- He became Managing Director in 2011 for Etex Kapelle-op-den-Bos in Belgium and 2014 for Etex Goor in the Netherlands, with a focus on fibrecement products.
- In 2017 Patrick moved with his family to Indonesia to lead the fibrecement activities and to start up the commercial activities for the new factory in Jakarta. In 2018 he became the Head of Asia Pacific for the Building Performance division, leading all the activities for Promat and Fibrecement in Australia, China and Asia Pacific.
- In August 2020 he returned to Europe to become Head of North-West Europe for Building Performance, including all the Siniat and Promat activities in the UK, Ireland, Nordics and Benelux.
- Since May 2021, Patrick is Head of the New Ways division. In this role, he is a member of the Executive Committee of Etex.