

## **RUDI PEETERS SUCCEEDS JEAN-PIERRE WUYTACK AS CEO OF VANDERSANDEN**

Belgium, 11th March 2021 - After a career spanning 40 years, Jean-Pierre Wuytack will retire as CEO of brick manufacturer, Vandersanden, later this year. Rudi Peeters, currently CIO (Chief Information Officer) at the bank, KBC in Belgium, will succeed Wuytack as CEO from 1 October. Under Peeters' leadership, Vandersanden aims to further accelerate its leading role in the sector in terms of innovation and sustainability.

After studying Biology at the KU Leuven, Rudi Peeters started his career at KBC in 1986. Throughout these years, he was responsible for a varied range of areas, including ICT, electronic banking and marketing. In 2011, the bank appointed him ICT general manager (CIO).

From 1 October 2021, Peeters will succeed Jean-Pierre Wuytack as CEO at Vandersanden. Wuytack has headed the family business for a total of 33 years.

### **From local player to European leader**

Under the leadership of Jean-Pierre Wuytack, Vandersanden has grown from a local player to a European leader in the brick sector. Thanks to Wuytack, the company has also established itself as a pioneer in the field of innovation and sustainability. As son-in-law of Constant Vandersanden, son of founder Jaak Vandersanden, Wuytack has additionally safeguarded the culture of the family business.

"I have every confidence that, with Rudi, Vandersanden is in good hands. He is the right person in the right place to take our company to the next level. It is with a certain pain in my heart that I approach my last months as CEO, but I can also say that I am proud of what we have achieved with Vandersanden. From within the family, I hope to continue to contribute to Vandersanden in the years to come and to support Rudi's leadership," says Jean-Pierre Wuytack about his last year as CEO.

### **Building on Vandersanden's strengths**

With the arrival of Rudi Peeters, Vandersanden will continue to build on the strengths of the family business: a high-quality product portfolio, a strong team, the family culture of the company, and its many achievements in sustainability and innovation.

At the same time, with Rudi Peeters as CEO, Vandersanden will also set new goals. Thanks to Peeters' many years of experience, the company will seek to expand its leadership role in the brick sector and further focus on sustainability, innovation and digitalisation, as well as other areas.

"The family nature of Vandersanden and its focus on sustainability and innovation really appeal to me. I am, therefore, especially proud to continue the work of Jean-Pierre Wuytack. If we succeed in realising his ambitions and the strategic goals of Vandersanden, we will have laid a stone that will make the industrial river flow very differently", concludes Rudi Peeters.

With the appointment of Rudi Peeters, an external CEO will, for the first time, be at the helm of the family business. However, the Vandersanden family remains closely involved with the company, including through the Board of Directors and the family council.

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