

Marcel Quirijnen | Business owner | Investor | Advisory Board Member
Sikeston, MO 63801 USA

marcelq@BrighterFutureInvestments.io - [Brighter Future Investments, LLC](#) - [+1 870-676-8379](tel:+18706768379)

PROFESSIONAL SUMMARY

- ✓ Strategic and results-driven advisory board member with 20+ years of international experience in Technology industry (Software, Hardware, Cloud, Security).
 - ✓ Proven expertise in guiding organizational growth, driving innovation, and enhancing stakeholder engagement.
 - ✓ Adept at providing insightful recommendations and fostering collaborative environments.
 - ✓ Passionate about continuous improvement and leveraging emerging technologies to drive digital transformation.
 - ✓ Using AI to analyze financial statements like financial ratio analyses, anomaly detection, benchmarking and extract data from financial documents to generate or re-create the 3 most important financial statements.
-

CORE COMPETENCIES

- Strategic Planning
Defining the organization's direction and making decisions on allocating resources to pursue that direction.
- Stakeholder Engagement
Involving individuals or groups interested in our project, ensuring their perspectives and needs are considered in our decision-making.
- Risk Management
Identifying, assessing, and mitigating potential risks to minimize the impact on our organization or project.
- Financial Acumen
Understand and apply financial principles and concepts effectively to make informed business decisions.
- Information Technology
Leveraging my background of almost a decade in hardware & electronics experience, more than 2 decades of software development experience,

enables me to integrate the latest technologies and give the business a competitive edge—whether through automation, creating data-driven business models, or improving internal systems.

I'm also well-versed in best practices for keeping data secure—whether it's encryption, firewalls, or compliance with regulations, which will ensure that the business follows proper security protocols, especially if it handles sensitive customer information or operates in regulated industries.

- **Governance & Compliance**
Establish frameworks and processes to ensure our organization adheres to laws, regulations, and policies while effectively managing risks and maintaining accountability.
 - **Leadership Development**
Create an intentional process of equipping individuals with the skills and mindset to drive vision, influence others, and navigate complex challenges effectively.
 - **Market Analysis**
Assessing market dynamics, including size, trends, competition, and customer preferences, to improve business strategies and decision-making.
 - **Possibility Thinking**
Recognizing opportunities in challenges.
-

PROFESSIONAL EXPERIENCE

DevOps Staq, LLC | 2015 – 2024

Owner / Principal / IT Innovation Advisory Board Member

- Provide strategic insights and recommendations to enhance organizational performance.
- Conducted market analysis to inform product development and strategic direction.
- As a consultant, provide strategic guidance, assess emerging technologies, and help organizations leverage IT for competitive advantage.

Home & Hearth Senior Care, LLC | 2017 – 2021

Business Growth Advisory Board Member, Accounting & Tax services

- Collaborate with executive leadership to identify growth opportunities and mitigate risks.
- Mentor and guide owner and leaders within the organization.
- Conducted market analysis to inform product development and strategic direction.

- Built strong relationships with key stakeholders to promote organizational objectives.
- Provide accounting and contractor scheduling services.

Brighter Future Investments, LLC | 2023 – 2024

Founder/Chairman | Business growth Advisory Board Member

Offer high-level blend of strategic, financial, operational advice and soft skills to the people I work with, to help our business grow, such as :

- **Tactical Problem Solving:** Providing solutions to critical issues facing the business, whether they are related to growth barriers, financial challenges, or operational inefficiencies.
- **Critical Thinking:** Evaluating challenges from multiple angles and offering well-thought-out recommendations based on both data and intuition.
- **Scenario Planning:** Helping the leadership team prepare for different growth scenarios and uncertainties by considering potential risks and opportunities.
- **Growth Strategy Development:** Ability to help develop long-term strategies that focus on scaling, market expansion, and improving profitability.
- **Business Model Analysis:** An understanding of various business models and the ability to evaluate and refine them for growth.
- **Market Trends and Competitive Analysis:** The ability to stay updated on industry trends and competitors, providing insights into how the business can capitalize on opportunities.
- **Vision and Innovation:** Offering insights that challenge the status quo and foster innovation, driving the business to explore new markets, products, or services.
- **Budgeting and Financial Planning:** Knowledge of financial forecasting, budgeting, and planning for sustainable growth.
- **Capital Raising and Financing:** Understanding of funding options (venture capital, private equity, debt financing) and the ability to guide the company on how to raise capital.
- **Profitability Analysis:** Ability to analyze financial statements and KPIs (Key Performance Indicators) to assess the company's financial health and suggest improvements.
- **Cost Management and Scaling:** Advising on optimizing costs while scaling operations to ensure that the business grows efficiently.

WebGarden | late 1990's, Belgium Europe

Owner | Operator | Principal

Using a combination of technical, creative, business, and interpersonal skills made my web design and development business reasonably successful, skills such as:

- **Technical** : HTML, javascript and CGI scripting, server management and solve browser compatibility quirks
- **UI/UX Design**: Image optimization, typography and layout
- **Business & Management**: Project management, client communication, sales and marketing, early SEO (meta tags, keywords) and directory submissions
- **Creative and conceptual thinking**: multi media knowledge, design novel ways to present information and engage users
- **Legal and Security**: Understanding basic contract law for working with clients and freelancers, ensure that sites are secure and compliant.
- **Tax law**: Keep up-to-date on the progressive tax system of Belgium as well as the correct application of the consumption-based Value Added Tax (VAT) contribution to the Social Security (which are significant).

Independent Video Rental Store | early 1990's

Co-Owner | Co-operator

I developed the following skills running our small independent store:

- **Customer Service**: Engaging with customers, understanding their needs, and providing recommendations were crucial for building loyalty and repeat business.
- **Inventory Management**: Keeping track of the stock of VHS tapes (and later DVDs), managing rentals, returns, and new releases, and understanding which titles were popular were essential for maintaining a well-stocked store.
- **Sales and Marketing**: Promoting new releases, organizing events or promotions, and creating attractive displays to draw customers in were important to drive sales.
- **Technical Knowledge**: Familiarity with VCRs, the mechanics of VHS tapes, and basic troubleshooting skills for both customers and equipment.
- **Record Keeping**: Managing rental agreements, late fees, and customer accounts required attention to detail and organizational skills. Wrote my own software to track usage, rentals, late fees and alike.

- **Financial Management:** Understanding profit margins, pricing strategies, and handling cash transactions were necessary for maintaining profitability.
 - **Community Engagement:** Building relationships with local customers and participating in community events could help boost the store's visibility and reputation.
 - **Adaptability:** Being open to changes in technology and customer preferences, especially with the advent of DVDs toward the end of the 1990s.
 - **Time Management:** managing our schedules and opening times were key responsibilities.
 - **Understanding of Film and Media:** A passion for movies and knowledge of various genres, directors, and actors could enhance customer interactions and recommendations.
-

EDUCATION

MS in Computer Science - *LUC University, Belgium*

BS in IT & Programming - *HORITO College, Belgium*

BS in Industrial/Power Electronics - *HORITO College, Belgium*

Online and independent coursework

Google Digital Marketing and E-commerce - Coursera

Business Training & Education – [Centrum voor Bedrijfskunde](#), Belgium

Business Innovation - *University of Maryland*

Startup Engineering - *Stanford University*

Project Management – *Udemy*

Computational Investing – *Georgia Institute of Technology*

Data Analysis, Intro to R language – *Bloomberg school of Public Health*