

FOR IMMEDIATE RELEASE

**ADVANTAGE GROUP INTERNATIONAL NAMES CAROLINE STOUT
NEW HEAD OF BELGIUM CLIENT SERVICES**

January 13, 2020 - Toronto, Canada – Advantage Group International (AGI) Benelux Head, Bart Laumans, has served CPG and retail clients in the Netherlands and Belgium region since 2008. As Laumans readies for retirement, he will spend the next six months continuing to manage the market in partnership with Stout to ensure its successful transition.

Stout joins Advantage with over 20 years of experience in the Belgium CPG community. Her past roles include a consultancy with AC Nielsen, Consumer and Trade Marketing at Mars Belgium, and Head of Insights and Head of Category Management at AB-InBev.

“I have every confidence in the future of our Belgium business under Caroline’s new leadership,” says Laumans. “Caroline’s passion and experience will prove vital in the continued progress towards our clients’ engagement strategies.”

In 2015, Stout founded her own consultancy business and took on several European roles at Bacardi-Martini within Customer Marketing. In 2018, Caroline joined Open VLD, the Belgium Liberal Party, as CEO through the 2018 and 2019 elections.

“I have experienced first-hand the value that our engagement expertise can bring to business partnerships in the FMCG community. I look forward to providing the support needed to help Advantage Belgium clients achieve mutual success with their business partners now, and into the future,” says Stout.

About Advantage Group International

Healthy relationships are the foundation of any successful business, large or small. Today’s ultra competitive environment demands listening and responding. Making it matter helps everyone play at the top of their game. That’s what we’ve been doing at Advantage in 40+ countries for 30+ years. Helping businesses be better together. *For more information, visit:* <https://www.advantagegroup.com/>

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