

The consulting that does not stop at the recommendation.

Stratlane works in interim management, in commercial structuring and in the recruitment of senior managers and engineers, on short missions as well as on multi-year mandates. From micro-businesses to the Belgian subsidiary of an international group, the same execution discipline, at every scale.

AREAS OF EXPERTISE

- I Leadership and governance
- II Commercial growth
- III Recruitment of executives and engineers
- IV HR transformation and talent management

OUR PHILOSOPHY

A recommendation that stays in a report has never turned a company around or structured a team. Before advising others, Stratlane's founders carried the operational load alone: a general management role in the middle of a restructuring, an HR function to be built under pressure. That field experience remains the foundation of the way the firm works today.

A plan fails to turn into action for three reasons, almost always the same ones. **It ignores the real constraints of execution. It puts no one in charge. It assumes skills the organisation does not yet have.** Stratlane addresses all three inside the same mandate, which means holding the function rather than commenting on how it runs.

“We do not advise from a distance, we are *alongside the teams*, on the ground.”

STRATLANE

ENGAGEMENT FORMATS

Three formats, settled after an initial diagnostic that defines the scope, the timeframe and the most relevant mode of engagement. They combine when the situation calls for it.

INTERIM MANAGEMENT

A function held over time

Human resources, recruitment, general management, commercial management or operations, held for as long as it takes to stabilise an organisation, secure a transition or drive a transformation. From several months to several years.

PROJECT MANDATE

A transformation with a defined timeframe

Overhauling a cost structure, reorganising a commercial function, merging teams after an acquisition, redesigning a process. The duration is set by the objective, most often a few weeks to a few months.

DIRECT EXECUTION

The resource that is missing in-house

The company has identified what needs to be done but has neither the time nor the skill to do it: general structuring, commercial positioning, profitability of the activity. Stratlane takes delivery in hand, from diagnosis through to execution.

Leadership and governance · Reorganisation · Growth structuring · Crisis management · Recruitment of executives and engineers · Complex recruitment in segmented environments · Business development and commercial support · Talent management · Employer brand · **Corporate sales training** *

* Five independent modules, each deliverable in a single day, on site or remotely.

AREAS OF EXPERTISE

Four practices, one single responsibility for execution.

I. Leadership and governance

Interim general and commercial management, executive diagnostic, crisis management, organisational transformation, independent board director mandates.

III. Recruitment of executives and engineers

Complex recruitment in multi-site, multilingual and segmented environments. Senior managers, engineers, legal and regulated profiles, in Belgium and across several countries, from direct sourcing through to integration.

II. Growth and business development

Structuring the business development function, CRM and pipeline management, one-off commercial support without taking over the function, strategic partnerships.

IV. HR transformation and talent management

Building internal recruitment teams, harmonising assessment processes across sites, predictive assessment tools, employer brand and multi-site HR management.

CAPACITY TO ENGAGE

On recruitment mandates, Stratlane can take over **immediately**: direct sourcing practised continuously, an active portfolio, and a working familiarity with the profiles the market does not deliver on its own, senior managers, engineers, legal profiles and cross-sector movers.

OUR METHOD

Three stages,
one continuity.

Diagnosis, trade-offs and execution are carried by the same people. That is what removes the loss of energy between whoever recommends and whoever has to apply.

O1

Diagnosis

Read the situation before commenting on it.

Interviews, figures, time on site. The output: what is structural, what is circumstantial, and what has to be dealt with first.

O2

Trade-offs

Decide rather than accumulate.

A limited number of workstreams, a sequence, one owner per workstream and an exit criterion for each of them.

O3

Execution

Hold the function, do not comment on it.

Interim management, operational steering or end-to-end recruitment, until the organisation stands on its own.

OUR CONVICTIONS

Three principles that determine the way we work.

O1

Execution comes before recommendation

Value is not measured by the quality of the report, but by what changes once it is closed.

O2

Diversity of terrain as a method

Hospitality, SaaS, telecoms, food processing, construction, international textiles: this diversity makes it possible to tell the structural from the circumstantial quickly, where a single-sector profile spots fewer patterns.

O3

Two disciplines, one single responsibility

Commercial acceleration without the right people to carry it runs out of steam. A recruitment policy disconnected from strategy recruits into a void.

TWO EXAMPLES

Two fields, the same discipline.

REORGANISATION

Operational turnaround,
independent hotel

Interim general management over one year, full oversight of the P&L. Organisation, food and beverage, technical compliance and client reactivation taken over end to end.

-22 %

Team turnover

-12 %

OPEX

100 %

Providers reorganised

Business stabilised, repositioned, relaunched.

HUMAN CAPITAL

Multi-site recruitment,
international food group

End-to-end recruitment across two sites, a trilingual mission, in engineering and corporate functions. Internal recruitment team built and trained over the life of the mandate.

-50 %

Time to hire

-30 %

Reliance on agencies

60

Positions filled

HR function structured and harmonised.

THE FOUNDERS

CO-FOUNDER

Gwenaël Odongui-Bonnard

Interim general and commercial management · governance · transformation

Interim management since 2021 across varied sectors (SaaS, hospitality, construction, corporate communication). Teaches commercial strategy at ISTECH Brussels, certified PMP, PRINCE2 and HEC Liège Executive Sales.

CO-FOUNDER

Yvonne Vander Elst

Global, multi-country recruitment · HR transformation · talent management

Thirteen years recruiting and structuring teams, from agency to international group. Now leads global recruitment mandates, from food processing to international B2B textiles.