

# Jonas De Maere, PhD

Austin, TX

## SUMMARY

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Experienced retail professional with a track record in category management, sourcing, and merchandising. Strong quantitative background in data and statistical analysis. Trained in applied economics and corporate governance. International professional experience spanning strategy consulting, research, writing, and teaching. Confident in leading teams both with direct and indirect authority.

## PROFESSIONAL EXPERIENCE

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Vintaflow, United States (Austin, TX)

2025 – present

### **CEO/Founder**

- Founded and bootstrapped Vintaflow, a SaaS supply chain platform for the alcoholic beverage industry, from concept to commercial launch—achieving early market traction and revenue without external funding.
- Defined and executed the go-to-market strategy, securing strategic customers and partnerships across the U.S. and Europe, including producers, importers, and freight forwarders.
- Led product vision and cross-functional teams to deliver enterprise-grade forecasting and inventory optimization tools, driving measurable reductions in inventory costs and supply chain inefficiencies.

Ahold Delhaize USA, United States (ME & NC)

2019 – 2025

### **Sourcing Manager – Wine, Private Brands, Special Projects**

- Managed teams up to four direct reports engaged in sourcing of categories such as beverage, wine, frozen, edible grocery
- In charge of sourcing strategies and negotiation tactics for 5 different supermarket chains for a total of 2200 stores
- Functional areas involved: vendor selection, cost negotiation, forecasting, private brand development, pricing, and promotion

Delhaize, Belgium

2016 – 2019

### **Head of Wine Buying Department (2017-2019)**

#### **Category Manager Wine (2016-2017)**

- Promoted within 6 months of joining to leading a team with 3 direct and 10 indirect reports sourcing over €200 million annually
- In charge of negotiation, item sourcing, private brand development, and category performance
- Responsible for the P&L, commercial plan, supply chain, replenishment, and merchandising
- Forerunner in the integration between Ahold and Delhaize after the merger

Wine in Moderation AISBL (non-profit), Belgium

2015 – 2016

### **Strategy Consultant**

- Strategic development: identification of assessment tools, strategic objectives, operational frameworks, and budgets
- Built relationships with national federations, European institutions, and multinational corporations
- Implemented training pilot programs

Belgian Wines Ltd., Belgium

2007 – 2019

### **General Manager and member of the board**

- Executive family member of a wine business with focus on distribution, ecommerce, and retail
- Involved in finance, accounting, business development, sourcing, and merchandising
- Developed a strategic plan around B2C focus through retail outlets and direct to consumer sales

Department of Accounting and Finance, University of Antwerp, Belgium

2009 – 2013

### **Research Assistant in Corporate Governance**

- Developed analytical skills while conducting research on corporate governance in an international setting
- Disseminated research findings and corporate governance best practices to various stakeholders (i.e., policy makers, industry representatives, trade associations, regulators, employer associations, media)
- Acquired extensive knowledge on the functioning of boards of directors and management committees, with a particular emphasis of internal board processes and the interaction between directors and executives
- Developed a strong understanding of compliance, enterprise risk management, and the implications of strategy on firm-level outcomes.

## EDUCATION

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### **PhD in Applied Economics**

PhD dissertation: 'Corporate Governance in Belgian Private Firms: Determinants of Board and Firm-level outcomes'  
University of Antwerp | Antwerp, Belgium | 2013

### **Master's Degree in Business Economics**

Major in Operations Management | Lessius University College | Antwerp, Belgium | 2009

### **Bachelor's Degree Business Economics**

Lessius University College | Antwerp, Belgium | 2008

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## LANGUAGES AND SKILLS

- Dutch (native), English (excellent), French (good), German (elementary), Russian (elementary)
- Programming and software: PowerBi, Python, Stata, R, MicroStrategy
- Statistical analysis: logistic regression, survival analysis, structural equation modelling, cost functions, neural networks, Monte Carlo simulations, etc.

## CERTIFICATIONS AND OTHER PROFESSIONAL ACTIVITIES

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### **MIT Sloan School of Management, Cambridge, Massachusetts**

Certificate in Interpersonal Communication: Strategies for Executives Program 2021  
Certificate in Artificial Intelligence: Implications for Business Strategy 2020

### **Wine and Spirits Education Trust, London, UK**

WSET Certified Educator 2014  
WSET Level 4 in Wines and Spirits 2013

### **Teaching**

Wine Wise, Belgium: Teaching and assessing in a certified sommelier program 2014 - 2019  
Ukrainian Wine and Spirit School, Ukraine: Teaching and assessing WSET Level 3 2016 - 2018

### **Consulting and advisory activities**

Public speaker on various wine-related topics 2009 - present  
Member of the marketing and communication committee of the Belgian Federation of Wine and Spirits 2014 - 2016  
Strategy consultant for Inkerman, Ukraine (winery) 2013 - 2014

### **Writing**

Author of various articles, prefaces, and blog posts about wine 2009 - present  
Columnist for Good Wine Magazine 2013 - 2014

## SCIENTIFIC PUBLICATIONS

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De Maere, J., Jorissen, A., & Uhlener, L. M. (2014). Board Capital and the Downward Spiral: Antecedents of Bankruptcy in a Sample of Unlisted Firms. *Corporate Governance: An International Review*, 22(5), 387-407.

De Maere, J., Jorissen, A., & van der Laan, G. (2013). Board roles in private firms: the influence of information on board task performance. In *Academy of Management Proceedings*, Vol. 2013, No. 1, p. 15362

De Maere, J., Jorissen, A., Uhlener, L. The effect of family ownership on the relation between board processes and board task involvement. University of Antwerp (part of PhD dissertation)

Boytsun, A., van der Laan, G., Jorissen, A., van Witteloostuijn, A., De Maere, J. Governance configurations and governance outcomes in Belgian corporations. University of Antwerp (working paper)