



Xavier Baeten

Professor of Management Practice in Reward and Governance
Vlerick Business School

Xavier Baeten's interests include stakeholder engagement, materiality, executive rewards, responsible rewards, aligning rewards with company strategy and culture, reward communication, flexible rewards, and pay-for-performance. He has a strong interest in the implications of digital transformation and corporate sustainability on rewards. He bridges theory and practice by combining a strong academic record with close collaboration with a large number of organisations.

Xavier heads the Centre for Excellence in Strategic Rewards and Executive Remuneration Research Centre at Vlerick Business School, where he teaches Corporate Sustainability and Responsibility on Masters and MBA programmes, and Compensation & Benefits on executive programmes.

Xavier helps organisations develop reward strategies - and he's an independent member of remuneration committees and advisory boards. He's a member of the remuneration committee of VGD, he chairs the Impact & ESG Committee of Junction Growth Investors, and he's a member of the Socially Responsible Investment Board and the External Sustainability Board of KBC. He speaks frequently at industry and academic events.