

Jean-Louis Baudoin – bass, doctor in law, fundraiser

Jean-Louis Baudoin helps people and organizations boost the Mindsets and skillsets they need to truly innovate and build a Sustainable Creative Culture.

Among his passions: opening new Perceptions and Possibilities, developing creative concepts and names. By the way, he is the inventor of the “Shapership” Concept.

A confirmed Jazz double bassist, at a certain period in the mid-60s, he managed artists such as Dexter Gordon, Roland Kirk, Bernard Peiffer, Charles Lloyd with Keith Jarrett.

He then got involved in free jazz (with a.o. the saxophonist John Van Rymenant), and in 1969, he joined the group of the American trumpeter Doug Lucas, "Four and More".

He has performed and/or recorded with such artists as a.o. Toots Thielemans, Dexter Gordon, Tete Montoliu, Jacques Pelzer, René Thomas, Nathalie Lories, Jeanfrançois Prins, Éric Legnini and Félix Simtaine.

He embodies an original, diversified and creative life and is recognized and appreciated for his Openness, sense of Humor, Creative Genius and Sense of Harmony. In a thesis written at the University of Illinois back in 1965, he is described as a Cultural "Third man", capable of building bridges between Cultures.

(What would probably be called a “Cultural Interface” 55 years later!)

After early exposure to foreign contexts as of age 17 (South Africa as Rotary Fellow and The United States the same year as American Field Service Exchange Student), he obtained a Doctorate in Law from Liège University and has since reinvented himself several times:

- Jazz Musician during his Law Studies and after
- Executive Manager for Europe of an International Student Travel Program designed to enable meaningful cultural exchanges
- Award-winning copywriter (Adapter/translator/Copywriter for Saatchi & Saatchi in the 1980's)
- Expert name finder
- Inventor of a second-hand Contemporary high-class Design store
- "Toqued" restaurant owner
- Expert audiovisual scenario writer
- Coach in persuasive Presentation Skills, Serious Creativity and Negotiation

Jean-Louis Baudoin is a lecturer in Creative Thinking at the Solvay Business School IT Section since 2002.