



contact info:

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date and place of birth:

November 28, 1962
Amsterdam
The Netherlands

languages:

- English (native)
- Dutch (native)
- German (conversational)

OVERVIEW

- **EXPERIENCED:** Visionary expert with an extensive track record in all areas of creative communications, including marketing, branding, multimedia and writing.
- **ENTREPRENEURIAL.** Founder and owner of Look Right, an international communication consultancy company that delivers creative marketing and branding solutions to clients all over the world.
- **INTERNATIONAL:** Globally operating, inspiring professional who is able to use the work experience gathered on four continents to effectively work across cultural and geographical borders.
- **TEAM LEADER:** Inspiring and enthusiastic team builder who encourages mutual trust by fostering creative development and personal growth.
- **CREATIVE:** Former screenwriter with more than 150 hours of prime-time television series, commercials, movies and radio for major networks and production companies to his credit.

MY AFFIRMATION

Creativity is not magic – creativity is an invitation to work. Creative communication relies more on effort and determination than on divine inspiration.

To create value for your clients, you need only one talent : the ability to become enthusiastic about almost any topic in mere seconds. Curiosity, perseverance and hard work will do the rest.

I am a storyteller by nature: curious and energetic. I tell stories through film, TV, branding, marketing and advertising. My professional career has led me on a journey across three continents, during which I was fortunate to meet many inspiring teachers who taught me how to help others tell their story.

BUSINESS SKILLS

- I am always able to direct my personal creative inspiration towards a client's goals and deliverables, keeping the focus on practical results, budgets, deadlines and deliverables.
- I have an engaging and straightforward leadership style founded in my firm belief in openness, honesty and fairness.
- I am able to direct my team members towards success by creating a strong vision and a strategic framework for them, allowing them to flourish creatively, while at all times providing them with guidance and motivation to help them achieve measurable results. No one wanders away and gets lost on my watch.
- I excel at balancing long-term strategic goals with tactical creative solutions for short-term challenges, making sure that any communication strategy is consistent, balanced and, above all, effective.

BUSINESS SKILLS (continued)

- I am unafraid of challenges and will fight for any idea that will lead to significant, meaningful improvements.
- I combine my industrious nature with my limitless creative energy to come up with unique and resourceful solutions for even the most challenging business situations.
- I thrive in competitive surroundings where hard negotiations and tough competition are the norm, and where good teamwork is the most important asset.

GLOBAL CAREER HIGHLIGHTS

MARKETING, BRANDING AND CREATIVE CONSULTANCY

2007 – present

marketing
branding
consultancy

Taipei, Taiwan

Founder and CEO of Look Right Creative Communication

Agency specializing in finding creative communication solutions and consultancy in branding, marketing, product development, business development and PR. Over 30 international clients in B2B, B2C, the creative industries, hospitality, government and education. For a full company profile and client portfolio, please visit www.lookright.tw

2005 – 2007

marketing
branding
consultancy
copywriting

New York, NY USA

Free-lance Concept Developer/M & B consultant

Free-lance consultancy and writing for marketing, branding, TV commercials, radio commercials, print, packaging design, multimedia consultancy, product development, corporate presentations for clients in the USA, Europe and Taiwan.

2004 – 2005

marketing
branding
copywriting

Whippany, NJ, USA

Manager Creative Team at Goen Technologies Corporation

Manager and Chief Copywriter for supplementation company that produced TrimSpa (Anne Nicole Smith's endorsed weight-loss supplements), as well as Winfuel vitamins (endorsed by Dale Ehrhart Jr.). Responsibilities included managing the creative department, conceptualizing and outlining strategies for print and web, as well as writing USA nationwide TV ads and radio copy.

2002 – 2004

concept development
marketing
copywriting

Leyden, The Netherlands

Senior Copywriter at Popcom BV

Senior copywriter, content and concept developer. Responsibilities includes meeting and persuading clients, leading and motivating the pitch team, conceptualizing and outlining strategies and writing print and web copy in English and Dutch.

CREATIVE WRITING (selection)

2002 – present

writing

story editing

script editing

series development

concept development

dialogue

Full-Length Feature Films and Shorts

Live Life (120min) , Blackout (110 min), Bazooka (12 min)

TV series

Jan, Jans en de Kinderen (NCRV) (28”), Meiden van De Wit (ZDF/Fremantle – 50”).

Daily Serial/Soap

GTST Goede Tijden, Slechte Tijden(28”), Lotte (Ugly Betty/Betty la Fea)(28”), Alex FM (20”)

Detective Series

Luifel & Luifel (50”)

Comedy Series

Bradaz (28”), Kwartelhof (28”), Sam Sam (Three is a Company) (28”), Beerenstein (28”)

Radio Drama

Coming Home (BBC) (30”)

TV/Radio Commercials

Trimspa, NV, WinFuel, Nutramist, Trojan, i-Cool, i-Flex

Children TV

BibaBoerderij (28”)

FILM AND TV PRODUCTION (selection)

1991 – 2002

producer

line producer

executive producer

Live Entertainment

Waar Vallen Vrouwen Voor (Endemol – 58”/weekly), Lucky Lotto Live (Endemol – 90”/monthly)

Comedy Series

In de Vlaamsche Pot (28”) – 16 episodes/season 3

TV News

AT5 (head of production (regional news station)

Documentary

Angel One (50”/NCRV), Kaas (50 min/NCRV),

Drama

Fort Alpha (series, 50”), Playback (TV movie, 90”)

PUBLICATIONS

2009

Taiwan Mod (with Marc Gerritsen)

Page One Publishing, Singapore

Co-wrote and produced the first-ever international book on Taiwanese interior design, with interviews with leading designers. 645 pages, second edition, ISBN 978-981-245-868-1

2011

Influence and Confluence

Terra Space Design Co. Ltd., Taiwan

Twenty interviews with the world's leading interior designers and architects for the international Design 2011 Expo in Taiwan. Interviews with, among others, Shashi Caan, Marten Claesson, Ab Rogers and Kerry Hill. ISBN 978-986-876-53-1-3

EDUCATION

1987 – 1998

Maurits Binger Film Institute

Amsterdam, The Netherlands

Bachelor of Arts (B.A.) in Film- and TV production, Minor in Screenwriting.

1986-1991

Netherlands Film and TV Academy

Amsterdam, The Netherlands

Master of Arts (MA) in Screenwriting from this international post-grad film school for writers and producers in The Netherlands.