



HERBERT VAN HOOGDALEM

I'll give you back your energy, your magic, your inspiration and your passion. I'll make you stumble and then firmly place you upright again. I'll simplify your life, your company, your business plan, your way of thinking, your marketing, your communication and will always bring everything back to its essence.

I'm an entrepreneur and encourage others to become entrepreneurs, I motivate, inspire, coach, write (columns, and currently my first novel), am an interim consultant and guide people and brands on a strategic level. On occasion, I'll take on a marketing communication job if the subject affects me personally and the job is complex enough. Because simple things put me to sleep.

My mission? To come up with ideas that make people wonder why no one else has thought of them before. Beneath the surface: To leave the world a bit better than how I found it.

Everything I do, leads to growth. Growth of brands, growth in revenue, growth of brand awareness, growth in creativity and ingenuity, image growth, growth in sales, customer growth, business growth, personal growth. And yes: also, my personal growth. For me, growth has everything to do with value, not just money.

I am good at: Observing & Analyzing | Connecting & Mediating | Inspiring & Motivating | Starting & Getting things off the ground | Non-conformist Thinking | Seeing Opportunities | Simplifying | Setting off.

PERSONAL

Name

Herbert van Hoogdalem

Address

Rijksstraatweg 113D
2121AD Bennebroek

Phone number

+31683699221

Email

herbertvanhoogdalem@me.com

Date of birth

02-03-1970

Place of birth

Dordrecht

Gender

Male

Nationality

Dutch

Marital status

Unmarried

Driving license

B

Website

www.herbertvanhoogdalem.nl

LinkedIn

<https://www.linkedin.com/in/hherber>

INTERESTS

- Productivity
- Design thinking
- Behavioral design
- Lean Start Up
- Advertising
- Quantified Self

LANGUAGES

| | |
|---------|---------|
| English | Good |
| Dutch | Native |
| French | Average |
| German | Average |
| Spanish | Average |



EDUCATION

- Sep 1982 - Jul 1988
- Sep 2013 - Jul 2016

Gymnasium

Groen van Prinsterer Lyceum, Vlaardingen

Professionele Communicatie

Phoenix, Utrecht

Guiding people and organizations in their development is a profession. It demands a thorough understanding of how development progresses, and knowledge about subjects such as personality, communication, motivation, learning, leadership, relationships between people and the influence systems have on people and organization. The Professional Communication training teaches you to understand these developments within yourself and others and thus guide development and change processes. The schools of thought used in this training are Transactional Analysis, Neuro-Linguistic Programming and Systemic Work, which fit neatly into this framework.



WORK EXPERIENCE

- 1990 - 1994
- 1994 - 1997

Junior Copywriter

ARA/BDDP, Grey, DDB Needham, Rotterdam, Amsterdam

Clients include: Sony, Honda, McDonalds, Zwitserleven, Dujardin, Van Nelle Coffee, Honda, Procter & Gamble, VandenBergh Foods, Holland Casino, Unox, Nutricia, Ericsson, Phillips, Red Bull, Royal Netherlands Air Force, Citroën, Fiat, Honig, Cadbury, Schweppes, ABN AMRO, JVC, Kimberly Clark, DHL, BP.

Claim to fame: 1st ADCN Award for Dujardin Vieux, 1st ADCN nomination for Zwitserleven.

Copywriter

Leo Burnett, Amsterdam

Clients include: Fiat, Marlboro, Red Bull, Procter & Gamble, Verkade, Samsonite and NCM Credit Insurances. At Leo Burnett we achieved an

international breakthrough for, among others, Amnesty International.
Claim to fame: As two 25-year-old fresh-faced youths, my creative partner and I flew business class all over the world to pitch within the network.

1997 - 1999

Creative Director / Managing Partner

Euro/RSCG, Amsterdam

Clients include: Citroën, Amnesty International, Visa Card Services, FBTO Insurances.

Claim to fame: Two important campaigns for Amnesty International. One campaign won a prize in Cannes and made it to all the front pages, right up to CNN. The other campaign helped us collect 3.4 million signatures in 3 months' time, way over of the 1 million that we were aiming for.

1999 - 2001

Creative Director

LOWE, Amsterdam

Clients include: Iglo Mora, Unilever, Planet Internet and Amnesty International.

Claim to fame: At LOWE, I supervised the merger between Lintas and Lowe at management level. In addition, I was creatively responsible for the introduction of Planet Internet (from 0 - 900,000 subscribers in 2.5 years' time).

2001 - 2002

Founder & Owner

Montego Bay, Amsterdam

Clients include: Quote Media, Stinger, Honig and Digipay.

Claim to fame: Learning to be an entrepreneur in rough conditions. Building up a company from 0-11 people in 9 months' time and selling to Ogilvy for 3 Million Euros.

2002 - 2004

Creative Director / Managing Partner Ogilvy Group

Ogilvy & Mather, Amsterdam

Clients include: JVC, Ford, Dove, Holland Casino, Ford, British Tourism Board, Kimberly Clark, DHL, BP & Stinger.

Claim to fame: The concept for an international Dove Exposition, a creative breakthrough in Ford's print advertising and a handful of prizes for Ogilvy & Mather.

2005 - Present

Professional Outsider (independent Business Strategist & Creative Director)

Herbert van Hoogdalem | Professional Outsider, Amsterdam

I think of solutions that make people wonder why no one else has ever thought of them before. For People and for Brands. Of course, I do that from my experience as an advertiser. As a strategist, marketer, creative director. However: it goes much further than that. My experience as an entrepreneur, traveler, writer, investor, father, speaker, curator, professional rebel, life hacker, film freak, online expert, behavioral planner, storyteller, a small child playing in the sandbox, do-gooder and coach (terrible word by the way), is included. In that sense, I was already a 'Design thinker', well before the word even existed - I was always looking at 'problems' from an entirely different perspective. That is why I've never presented a solution that someone else could have thought of before me. Being difficult, or making things too hard, has never improved matters. So, my brain automatically laser-cuts out all the bullshit, pokes right through fallacies, sees through those with wrong motives and makes connections you didn't even know were there (I often don't either, by the way). I get to the core as fast as possible. Usually within 30 or 40 seconds. At most.



SKILLS

Branding & Identity



| | |
|---------------------------------------|-----------|
| Business strategy & business planning | ★ ★ ★ ★ ★ |
| Positioning & proposition | ★ ★ ★ ★ ★ |
| New business development | ★ ★ ★ ★ ★ |
| Marketing & Sales | ★ ★ ★ ★ ★ |
| Copywriting | ★ ★ ★ ★ ★ |
| Creative Direction | ★ ★ ★ ★ ★ |
| Campaign development | ★ ★ ★ ★ ★ |
| Social Media / Content strategy | ★ ★ ★ ★ ★ |
| Visual Identity | ★ ★ ★ ★ ★ |
| Coaching (teams and individuals) | ★ ★ ★ ★ ★ |
| Service Design | ★ ★ ★ ★ ★ |



NOMINATIONS AWARDS

ADCN | The One Show | Cannes Lions | D&AD | Epica Award | Clio | The New York Festivals | SAN Accent | Effie

So far in my career, I've received 58 national and international nominations and awards for clients (and their campaigns) such as: Amnesty International, Ogilvy & Mather, MilieuDefensie, Zwitserleven, Dujardin, Iglo/Mora Group, Artifour, All Sports, I & I, Planet Internet, Quote Finance, Procter & Gamble and Ford.



EXTRACURRICULAR ACTIVITIES

- Keynote speaker Design Week**
 Eindhoven
- Member of the Jury Sprout's Challenger Day**
 Amsterdam
- Member of the Board ADCN (Art Directors Club Nederland)**
 Amsterdam
- Member of the Jury ADCN (Art Directors Club Nederland)**
 Amsterdam
- Member of The Jury (for Citroen) "Rotterdam Film Festival"**
 Rotterdam
- Columnist Sprout Magazine**
- Co-founder/initiator 'Jonge Honden' ("Young Creatives") Cannel Lions Festival**
 Cannes/Amsterdam



REFERENCES

References available on request.