

Kandidaat 15 - Burt Riské - Managing Director @ Trends Business Information (Roularta Media Group)



CV

- Managing Director – Trends Business Information (Roularta Media Group).
- Co-founder, Board member & Treasurer B.A.M. since the start in 2017
- Former board member of B.D.M.A & President Data Hub
- President vzw Do-not-call-me (representing B.A.M.)
- President of Volley Team Temse (in my spare time)

For more than 35 years now I'm working in the field of marketing (data marketing in particular) and business information. My goal is to federate companies to achieve better results by sharing information and educating young professionals. Building bridges between BAM and other associations is necessary to spread the 'meaningful marketing' framework.

As a member and internal auditor of BIGnet and Febis (2 international professional associations for Business Information) I have a clear view on what happens abroad and how other countries cope with data marketing, GDPR, e-privacy, open data and the latest evolutions in big data and artificial intelligence. Not forgetting the ethical aspects for which I contribute in the Think Tank 'Marketing and Ethics'.

Motivation

Being one of the founding 'fathers' of B.A.M., based on the expertise of Stichting Marketing, IAB and BDMA, I much appreciate and support the leadership role B.A.M. ([Marketing.be](https://www.marketing.be)) is playing in an ever changing world of marketing. An association and open community that inspires, connect, educates and regulates. I will strive to make BAM a (financially) healthy and professional association so that we can further develop the many initiatives we are taking right now. The input from our Think Tanks members will be crucial to make 'meaningful marketing' the new normal.