

Kandidaat 21 - Erwin Van den Brande - Artist & Entrepreneur



CV

Since **2013** I am an Artist and founder of Dual&Day

Dual&Day is an art-business company with focus on Artification: upgrading companies with the power and sublimity of art and culture.

From **2006 to 2013** I was Partner & Founder of CIONET International and BlueBizKit

CIONET is an international network for CIOs, active in 10 countries and BlueBizKit a social media lab

Between **2000 and 2005** I was owner of a company specialized in the sponsoring business, business development and community building (associated with VWL/BBDO).

The first 13 years of my career (**from 1987-99**) I had several international sales&marketing and management positions in the ICT Industry (NCR, Novell, SAS, Prime Response).

I studied Commercial Engineer at KUL with a specialization in ICT.

Born in Mechelen and lives and works in Antwerp.

Motivation

ARTIFICATION

Companies are confronted with (disruptive) challenges and this requires a different approach and thinking. Business leaders can learn from the art world and vice versa. Different thought processes and methods are needed if one wants to be radically innovative and changing the game in his market. Erwin Van den Brande has set himself the goal of bringing the cultural and art world and the world of business closer together.