

**Kandidaat 4 - Frederik Picard - Managing Partner @ Reputations / lecturer marketing / author**



CV

- Professionally active in marketing & communication since 2002
- Managing partner of marketing and communication agency Reputations (since 2015)
- Part-time marketing professor at AP University College Antwerp (since 2015)
- Founder and head lecturer of the Postgraduate Content Marketing (AP)
- Author 'People always talk about Reputations' (LannooCampus) and 'This is market research' (VAN IN)
- Specialized in brand reputation management, market research and content marketing

Motivation

Every brand wants to look good and be noticed. Ok, the packaging has to be cool, but what do you actually tell about your brand? Who are you? What do you do? What drives you? That's what meaningful marketing is all about. Focusing on what you stand for and what you are going for. What keeps people awake and who can you convince?

As a brand strategist and market researcher, I have been looking for the answers to these questions for 20 years. Whether local or international, profit or non-profit, every brand needs to know what brain position it wishes to occupy, and what position it actually occupies. Think first, then do. That is my motto. So that brands address the right customers with the right messages at the right times and everything becomes much more than just nice packaging.

I want to take up that role on the BAM board. Offering a solid foundation from my academic background and immediately linking it to practice from my agency experience. How can we convince young, aspiring or established marketers that marketing should be meaningful? My teaching and author experience can certainly help in that area. Building further on the road to meaningful marketing that BAM has embarked on, both thoughtfully and pragmatically.