

**Kandidaat 1 - Joke Claessen - Impact Strategy - Value Transformation**



**CV**

**Up to 2012**

- Account at NCM & Ogilvy
- TEQUILA/TBWA from Account Director to Strategic Director at TEQUILA/TBWA

**Since 2012**

- Freelance Strategic Planner
- From communication to marketing strategy
- From marketing to company strategy
- From local and national players to start ups
- From experienced marketers to coaching young talent
- But always customer & insights centric

**Since 2015**

- A growing focus on Meaningful Marketing, impact and sustainability
- With a passion for collaborative way of working
- Development of my own strategic Impact Ambition Model and workshop approach to support companies in their meaningful and impact driven transformation

**Activities**

- Campaign strategy
- Company strategy, including organizational strategies
- Transformation workshops
- IAM (Impact Ambition Model) workshops
- Member of Effie Jury (Feedback Master)
- Member of BAM Sustainability Think Tank
- Member of BAM Marketing Congress Board

**In collaboration with agencies or directly for end clients**

- 2017 – 2021 Head of Strategy – Colruyt Group
- Huis voor Veerkracht – Oh My People
- La Maison Victor, Ojibwa, Fairtrade Belgium, Winsol, Vanhie, Veritas, HRD Antwerp, JBC, NN, Rubio Monocoat, Acotec, Belières, FlexiQ, Libeert, Beliving, EY, Vlaamse Overheid

**Motivatie**

Our world is in need of disruptive change. Change for the better. Change to save our future. Top down change but also bottom up, driven by people. Marketeers have a crucial position to play a meaningful role in this disruptive change.

Meaningful Marketing is about so much more than traditional marketing. It's about making sustainable technological choices, about demanding and conquering a seat at the C-table to meaningfully determine the company's future both organizationally and through its offer. It's about people and products, about internal and external marketing, about drops and ripples. It's about creating impact through the Meaningful Marketing of tomorrow. Because marketers can turn companies and customers into the Change Makers of a better future.

BAM as an organization has a unique opportunity to inspire, inform and support marketeers of all ages and all types of companies to become these Meaningful Marketeers.

*Why should I become a member of the Board?*

As a freelance player I work on individual projects, and try to turn small tankers. As a member of the BAM Board I can ignite disruption, inspire, give a voice to change makers to bring change in an authentic way to the many. Thus creating many speedboats.

Passionate, experienced, loyal to BAM since years, without a hidden agenda. My only agenda is making marketing more meaningful.

My support and role will not only be on a strategic level but also on the more hands on challenges: membership management, content, the conference and so many more. I will not only be a positive head, but also hands and feet.