

Kandidaat 14 - Steven Verbruggen - Managing Director @ AdSomeNoise



CV

Companies

- 2012 - now: Co-founder and Managing Director @ AdSomeNoise
- 2010 - 2012: Digital Director @ VWL BBDO
- 2009 - 2010: Digital Strategist @ Nascom
- 2004 - 2009: Production Director @ These Days (now WundermanThompson)
- 2002 - 2004: Webmaster @ Vlaamse Media Maatschappij (now DPG)

Associations

- 2017 - now: co-founder & Board Member @ Belgian Association of Marketing
- 2015 - 2017: Board Member @ IAB Belgium
- 2019 - 2014: General Manager @ Adobe User Group Belgium

Motivation

I like to keep things simple.

When I co-founded BAM some 6 years ago, what I really liked was the connection. 3 associations brought together, by definition results in a broader view on things. A broader view leads to better understanding and better understanding leads to better marketing. We defined better as “meaningful” and had a special focus on the search for this meaningfulness, as this always is a personal journey.

For me personally, nothing has changed. I still believe BAM can and should be the marketing platform that attracts and links different marketing professions together. In a landscape with a lot of associations that defend the interests of their specific group (successfully and needed!) BAM is the sole that transcends and the sole connector. To me, meaningfulness is about this connection and I believe we should double down on it because that’s where we create value for our members.

This value should result in 3 things: knowledge, inspiration and network. So whether members are looking for the right balance between branding and activation, want to know more about some new marketing technology, like to be inspired by sustainable marketing cases or prefer a chat with a beer (or organically sourced chai latte) at the end of a great event; BAM should be there for all!

I run my own agency with this idea of connection (in our case combining strategy and creativity with production and media) and it works, for the better. This is what I want for BAM as well. It’s what I’ve been working on for the last 6 years, and what I’d like to continue fighting for.