



**NEW
DUTCH
WAVE
SXSW**

2024

DUTCH DELEGATES



Ambassadors

Diederik Veelo

Chief Innovation Officer / Partner

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Diederik Veelo is the Chief Innovation Officer at creative production company Ambassadors and founded the Ambassadors Innovation Lab in 2011. At the Lab, he launched Cube, a creative production platform that streamlines how brands and agencies like Booking.com, Dyson, N26 and TBWA\NEBOKO manage and create content. Diederik also founded Vocoda.ai in 2020, an AI-Voice studio that creates highly expressive AI-powered voices for advertising.

Goals at SXSW?

Do international business, Networking opportunities, Inspiration

Who do you want to meet?

CMO's, marketing / production managers, agency producers, brands that have in-house agency teams and operate on a global scale.

Bakkers\Hommen

Tom Bakkers

CEO

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Tom Bakkers is CEO of Bakkers | Hommen, a leading independent real estate developer in The Netherlands. Specializing in urban development, their approach is rooted in innovation, long-term vision, and collaboration. Besides that, Tom is one of the initiators of Concrete Culture - with flagship projects Katoenhuis Rotterdam and Koelhuis District Eindhoven, two emerging hubs for Immersive Experiences in The Netherlands.

Goals at SXSW?

Do international business, Networking opportunities, Inspiration

Who do you want to meet?

Immersive tech companies/Creatives/Potential partners/Un-realengine urban planning/Digital twins/Urban development

City of Amsterdam

Ger Baron

CTO

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E g.baron@amsterdam.nl

L [linkedin.com/in/gerbaron](https://www.linkedin.com/in/gerbaron)

Passionate about making technology work for people and not against.



Goals at SXSW?

Networking opportunities, Inspiration.

Who do you want to meet?

Inspirational leaders.

City of Amsterdam

Marieke Boele van Hensbroek

Senior Program Manager

Amsterdam Vitaal & Gezond

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My name is Marieke Boele van Hensbroek. For the last two years I've been working as a program manager at Amsterdam Vitaal & Gezond, a large network organization. With a background in healthcare and healthcare finance it's fantastic to commit myself to reduce health disparities in Amsterdam by implementing a major urban health and prevention program. Digitalization and

innovation play an important role within this program.

Goals at SXSXW?

Inspiration.

Who do you want to meet?

International event companies.

City of Amsterdam

Alexander Scholtes

Deputy Mayor

W www.amsterdam.nl/en/

E alexander.scholtes@amsterdam.nl

L [linkedin.com/in/alexanderscholtes](https://www.linkedin.com/in/alexanderscholtes)



After completing my classical piano studies at the Conservatorium van Amsterdam, I studied political science at the University of Amsterdam and Leiden University. In the past, I have worked for the Netherlands Association of Universities of Applied Sciences and for Royal Schiphol Group, and served as the political advisory to Amsterdam Deputy Mayor Kajsa Ollongren. About one year ago I was appointed as Deputy Mayor of Amsterdam for IT & Digital City, Care & Public Health and Monuments.

Goals at SXSXW?

Networking opportunities, Inspiration.

Who do you want to meet?

Start-ups, artists and companies with ideals about society and digitalization and how to realize them with (innovative) technologies

City of Amsterdam

Charissa Sloote

Innovation officer

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L [linkedin.com/in/charissa-sloote-737667](https://www.linkedin.com/in/charissa-sloote-737667)



Always exploring the intersections of technology, society and design. Particularly interested in the impact of technology on people, with a focus on our youth. Dedicated to addressing digital inequality and promoting digital literacy. Happily working for the city of Amsterdam and currently engaged in introducing TUMO to the Netherlands, a free tech and design program for teenagers.

Goals at SXSW?

Networking opportunities, Inspiration.

Who do you want to meet?

I'm excited to meet individuals who are trying to make a positive impact on society, and those who can inspire me.

City of Amsterdam

Maartje van der Meulen

Advisor of Deputy Mayor

Alexander Scholtes

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L [linkedin.com/in/maartje-van-der-meulen-1436b05](https://www.linkedin.com/in/maartje-van-der-meulen-1436b05)



Working for the municipality of Amsterdam for several years, for the College of Mayor and Alderpersons and now for the Deputy Mayor of IT and Digital City. Love sports and the outdoors.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

People with inspiration & knowledge for the execution of the new

Agenda Digital City of Amsterdam, networking opportunities how to realize goals and ambitions for Amsterdam with innovative technologies.

City of Amsterdam

Sigrid Winkel

Manager Strategy & Development

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L nl.linkedin.com/in/sigridwinkel



Sigrid Winkel is working as deputy director of Digital and Innovation of the city of Amsterdam. In her professional career she worked on several organisational change programs and a number of projects related to the development of Amsterdam's Innovation ecosystem. Particularly interested in the impact of technology on people and cities.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

Initiatives with social impact

CLICKNL

Bart Ahsmann

Managing Director

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E bart@clicknl.nl

L linkedin.com/in/bartahsmann/



Trained as an industrial designer at TU Delft (1988), everything is a design problem for me. My expertise lies in initiating research and innovation programs with companies, knowledge institutions, governments and civil society organisations, across the width of the creative industry.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

Top notch immersive designers.

Datakeeper

Leslie Hogeveen

Managing Director

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L linkedin.com/in/lesliehogeveen



At both Knab and Tele2/T-Mobile Leslie was a driving force in changing the organization into a customer driven, future proof, fact based, digital and therefore battle ready organisation. Both from a technical capability, as well as setting up an organization which can use these capabilities to the max. In his opinion, digital change should be a mean to improve both commercial and financial results. Change and innovation should never be a goal in itself. Change should start with understanding the customer needs, not with the availability of a new technical solution.

Goals at SXSW?

Do international business, Networking opportunities, Inspiration.

Who do you want to meet?

People with a willingness to improve customer experience in a digital safe way.

Datakeeper

Gregor van Waning

Chief Growth & Strategy

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L linkedin.com/in/gregorvanwaning



Gregor van Waning is a digital innovation strategist. Although he graduated as a music composer and producer, as strategist he worked for many corporate clients like Accenture, Philips, Shell, Buma Stemra, KPN, ING and Rabobank. He is co-founder of Datakeeper, which mission is to become the next cross-industry standard for easy, safe & privacy friendly digital ID-use between consumers and organizations. His focus is on growth & strategy to push adoption in high, medium and low friction journeys.

Goals at SXSW?

Do international business, Networking opportunitie, pitch my start-up, Inspiration.

Who do you want to meet?

Industry leaders, government leaders (BZK, EZ), digital identity related businesses, regulators, tech inspirators & tech futurists.

[Dutch Authority for Digital Infrastructure](#)

Rene Vroom

Manager Specialists Network- & Informationsystems / Dutch NCCA

W www.rdi.nl/radiocommunications-agency

E rene.vroom@rdi.nl

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Has experience in FMCG-industry and government. Is innovative, out of the box thinker. Loving his wife and children, enjoys hiking and mountains, he is a reader and believer. Studied Business Administration at RUG university. Travelled through Africa for a year. Fifteen years career in supply chain management at different positions in the Swedish company SCA Hygiene Paper. Manager Specialists Network- & Informationsystems at the Dutch Authority on Digital Infrastructure (Rijksinspectie Digitale Infrastructuur RDI), part of the Ministry of Economic Affairs & Climate Policy, since 2009. As from 2022 leading Team Specialists Network & Information Systems/NCCA at RDI.



Goals at SXSW?

Inspiration, understanding new technologies and their societal impacts.

Who do you want to meet?

Creative and inspiring persons. To put some names e.g. Yuval Noah Harari or Tim Cook. But actually... it can be anyone!

Dutch Digital Agencies

Fenna van Raaij

Agency Manager

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I am the agency manager at Dutch Digital Agencies, the industry association for digital agencies in The Netherlands. We represent the interest of our 160 members and we help them get the best out of their agencies and their people.

Goals at SXSW?

Networking opportunities, inspiration.

Dutch Digital Design

Suzanne Visser

Chair / Board Member

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L [linkedin.com/in/suzannevisser](https://www.linkedin.com/in/suzannevisser)



With over 15 years' experience in the development of immersive projects in the creative- and digital industry, I'm always pushing boundaries. As a Board Member of Dutch Digital Design, we spot trends, bring industries together and create an international stage for creative work.

We bring talent, brands and agencies together. Open for new collaborations!



Goals at SXSW?

Do international business, networking opportunities, inspiration.

Who do you want to meet?

Innovators!

Dutch Emissions Authority (NEa)

Mark Bressers

Director

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L [linkedin.com/in/mark-bressers-b4389b2](https://www.linkedin.com/in/mark-bressers-b4389b2)



Mark Bressers is managing director of the Dutch Emissions Authority (NEa). The NEa is the independent authority for market-based climate policy instruments. In short, this means that we reduce the amount of greenhouse gases by pricing emissions, and by this create incentives for innovation. For instance, the NEa ensures that companies pay for their CO₂ emissions through the European Emissions Trading System (EU ETS). The NEa is also responsible for increasing the share of renewable biofuels in transport. Prior to this, Mark Bressers was Policy Director for Digital Economy at the Ministry of Economic Affairs. In that role, among other things, responsible for the creation of the first national agenda for digital innovation and implementation.

Goals at SXSW?

Networking opportunities, inspiration, share ideas and experiences.

Who do you want to meet?

Creative people interested in working on social challenges.

Equans

Matthijs Scholten

Innovation officer

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L [linkedin.com/in/matthijs-scholten](https://www.linkedin.com/in/matthijs-scholten)



I am Matthijs Scholten. Happily living in Amsterdam Oud-West with my wife and 3 teenage children. As seasoned innovation manager with experience in multiple sectors, Always on the lookout for new sources of inspiration. Interested in art, design, brands, tech, sustainability and equality. Lover of the weird and unexpected. A music nerd, vinyl junkie and food lover.

Goals at SXSW?

Networking opportunities, inspiration, hearing great new bands.

Who do you want to meet?

Lots of new inspirational people and Dutch change makers.

Factorr.nl

Marjolein Vlaming

Managing Director

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L [linkedin.com/in/marjoleinvlaming](https://www.linkedin.com/in/marjoleinvlaming)



Marjolein Vlaming is managing director at Factorr.nl, a creative agency using space, both physical and virtual, as a medium for engaging multisensory storytelling that brings brands, concepts, and strategies to life. Besides that, Marjolein is director and one of the initiators of Concrete Culture - with flagship projects Katoenhuis Rotterdam and Koelhuis District Eindhoven, two emerging hubs for Immersive Experiences in The Netherlands. Prior to this, Marjolein worked in transformation management, innovation, and technology adoption for large corporates and institutions.

Goals at SXSW?

Do international business, networking opportunities, inspiration.

Who do you want to meet?

Immersive tech companies and creatives. Potential clients.

Factorr / Concrete Culture

Arnold van de Water

Director - Founder

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Arnold van de Water is the director and one of the initiators of Concrete Culture - with flagship projects Katoenhuis Rotterdam and Koelhuis District Eindhoven, two emerging hubs for Immersive Experiences in The Netherlands. Besides this, Arnold is general director at Factorr.nl, a creative agency using space, both physical and virtual, as a medium for engaging multisensory storytelling that brings brands, concepts, and strategies to life. Prior to this, Arnold has made significant contributions as a promoter, and producer in live entertainment and touring exhibitions.

Goals at SXSW?

Do international business, networking opportunities, pitch my start-up, inspiration.

Who do you want to meet?

Organisations and companies that are active in the field of immersive technology and media art.

Inholland University of Applied Sciences

Jannerieke Hommenga

Manager Education & Research

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L linkedin.com/in/jannerieke



Change catalyzes inspiration, innovation, and creation. With a background in both the creative media industry and design-focused education, I bring a proven track record to my role as a manager. My current focus lies at the nexus of management and leadership, encompassing vision, strategy, and execution. I am deeply passionate about education, personal development, storytelling, Design Thinking, cross-sectoral collaboration, digital transformation, and innovation.

Goals at SXSW?

Do international business, networking opportunities, inspiration.

Who do you want to meet?

I'm interested in connecting with leaders of creative agencies involved in nonprofit NGOs or with a focus on Sustainable Development Goals (SDGs). Additionally, I'm keen on connecting with other educators in higher education.

Inholland University of Applied Sciences

Marlous Albrecht - van der Zwan

Partnership developer

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As a Partnership Developer I always look for opportunities to connect companies/projects with our University of Applied Sciences.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?
Companies in tech, agri/food, healthcare.

Inholland University of Applied Sciences

Marije Deutekom

Member of the executive board

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Marije is within University Inholland responsible for research and education. In our university we have almost 30 thousand students in different fields such as the creative domain, health and welfare, business, agriculture. We believe our students are the changemakers of the future and we believe in collaboration between society and our university to make the biggest impact. I am here to seek for interesting connections and inspiration.

Goals at SXSX?

Networking opportunities, inspiration.

Who do you want to meet?

People who inspire me and who are looking for chances to collaborate with us.

Inholland University of Applied Sciences

Arsjaad Imami

Manager Education and Research
for domain Creative Business

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I'm the manager Education & Research in the Creative Business domain at Hogeschool Inholland. Specifically, I'm responsible for the programs of Business Innovation, Event Management, and Facility Management. My portfolio includes educational innovation

and Diversity, Inclusion and Social Safety. We are passionate about preparing students for the ever-evolving world by working with students, businesses, and academia on the societal challenges of our time through innovation and creativity.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

Anyone who is interested in implementing the latest innovations in our field in education and/or looking for innovative solutions to our societal challenges with students.

Inholland University of Applied Sciences

Peter Scheffer

Manager External Relations

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Empowering and engaging students, building meaningful partnerships that make an impact on our inclusive, creative cities and sustainable future. I also practice Jedi mind tricks, am a cat dad y hablo Español.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

People that want to meet and work with young professionals, students, teachers and researchers to make the world a better place for everyone everywhere.

Inholland University of Applied Sciences

Peggy van Schijndel

Managing director,

Creative Business Research Center

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L linkedin.com/in/peggyvanschijndel



I am always looking for opportunities to create learning/research/innovation/working environments with high value for students, partners, our employees, and society. Looking forward to connect! The Creative Business Research Center @Inholland consists of eight research groups/chairs and interdisciplinary educational teams (coaches, curriculum developers with different academic and professional backgrounds) in 5 living labs. Research topics include: social innovation, co-design, innovation in the music industry, digital rights & media, regenerative place making and sustainable tourism.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

Academics with research interest in immersive experiences.

Inholland University of Applied Sciences

Marius Zimmerman

Communication advisor

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E Marius.Zimmerman@Inholland.nl

L linkedin.com/in/mariuszimmerman



Marius here, thrilled to return to SXSW for the second time! As a Marketing & Communication professional representing Inholland University, I'm on the lookout for innovative minds in the creative industry. Eager to collaborate on projects bridging technology, creativity, and our 25,000 students. During SXSW, find me training for the Rotterdam marathon - ready to network, collaborate, and even share a run. Let's connect and make this SXSW experience unforgettable!

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

New people.

Inholland University of Applied Sciences

Joke van den Oever

Account Manager Creative Business

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L linkedin.com/in/jokevandenoever1



With great enthusiasm and passion I love to build, deepen and strengthen long-term and value-creating relationships for the Creative Business program of Inholland University of Applied Sciences. My role involves integrating individuals and projects into various modules, ranging from concept development and filmmaking to export consultancy. Through my efforts, I aim to cultivate an ecosystem where innovation thrives and collaboration flourishes.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

Potential partners for our International Creative Business program.

Ink Social Design

Anna Noyons

Founder

W www.ink.team

E anna@ink.team

L [linkedin.com/in/anna-noyons-a55ba512/](https://www.linkedin.com/in/anna-noyons-a55ba512/)



Hi, my name is Anna. I am a designer by training and founder of Ink Social Design; an Amsterdam based design studio with a focus on societal challenges. We aim to create positive systemic change through innovation and design. We work with corporates, governments and start-ups to create solutions that people love and change the world.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

People that are working on interesting societal issues, both Dutch and international.

Kaliber Interactive

Sytse Kooistra

Strategy Director

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Craft beer enthusiast, former Dutch Champion Juggler and brand planner.

Goals at SXSW?

Inspiration.

Who do you want to meet?

Anyone with an inspiring and/or fun story

Kaliber Interactive

Hugo van de Hoef

Creative Director

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L [linkedin.com/in/hvdhoef](https://www.linkedin.com/in/hvdhoef)



Advertising, digital, tinkering, loves when things add up.

Goals at SXSW?

Networking opportunities, inspiration.

Kaliber Interactive

Jurgen van Kralingen

UX Director

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I'm Jurgen, UX Director at Kaliber in Utrecht. I'm a windsurfing enthusiast, riding waves all over the world. At Kaliber, based in Utrecht, my focus is on intensive interaction and pushing the boundaries of user experience.

Goals at SXSW?

Inspiration.

Who do you want to meet?

No specific names, but I would love to meet other people pushing the boundaries with new technologies and user interaction.

Kaliber Interactive

Martin Stiemer

Business Director

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L [linkedin.com/in/martin-stiemer-b7a1702b](https://www.linkedin.com/in/martin-stiemer-b7a1702b)



My name is Martin Stiemer. I live in Amsterdam with my girlfriend and my daughter Saartje. I work in Utrecht @Kaliber Interactive. As a Business Director I try to keep the clients happy, meanwhile managing the agency with two other colleagues. Kaliber Interactive is a digital agency that combines strategy, technology and creativity to make people understand, feel and act. We want people and brands to fall in love, a little at least. Sounds interesting? Let's talk.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

Likeminded people who have another point of view. I am looking for people who inspire me.

Kaliber Interactive

Nienke van Heusden

Managing Director

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E nienke@kaliber.net

L [linkedin.com/in/nienkevanheusden](https://www.linkedin.com/in/nienkevanheusden)



I'm Nienke and I have been working as a Managing Director at Kaliber for 15 years. A full service agency from Utrecht. We ensure that brands can grow by making people feel something, think something and get them moving. Simply put, we connect Promise, Proof, Platform and Performance through Intensive Interaction.

Goals at SXSW?

Networking opportunities, inspiration.

Lab23

John Meulemans

Strategy Director

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L [linkedin.com/in/johnmeulemans](https://www.linkedin.com/in/johnmeulemans)



John Meulemans excels in combining innovation and creativity. This has earned him and his agencies - Endeavour, 3sixtyfive - awards that recognize his work not only for effectiveness (Effies) but for creativity (Lovies) as well.

As a speaker, he inspires his audience with the latest developments in influencer marketing, like A.I. and virtual brand ambassadors. He delivers his keynotes with energy, explosive cases, and mindblowing trends, while also highlighting strategic implications.

Goals at SXSW?

Do international business, networking opportunities, pitch my start-up Inspiration.

Who do you want to meet?

Brands, agencies & scale-ups.

Lowres Creative Studio

Jop Quirindongo

Visual identity designer

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L www.linkedin.com/in/jopquirindongo



Lowres Creative Studio is a one-man studio specializing in brand identity, made up of Amsterdam-based designer Jop Quirindongo and his carefully curated network of talented thinkers and makers.

Goals at SXSW?

Do international business, networking opportunities, inspiration.

Who do you want to meet?

Fellow creatives and organizations that are in need for support on their brand identity.

Ministry of Agriculture,
Nature and Food Quality

Petra de Kam

CIO & Deputy Secretary-General

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Since November 2023 I'm working as the deputy Secretary General and CIO of the ministry of Agriculture, Nature en Food Quality.

Goals at SXSW?

Networking opportunities, inspiration, I want to dive into the festival: networking, inspiration and innovations.

Who do you want to meet?

Public, research and innovation professionals.

Ministry of Agriculture,
Nature and Food Quality

Peter Paul Mertens

Deputy Director Strategy,

Knowledge & Innovation

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L [linkedin.com/in/peter-paul-mertens-1690507](https://www.linkedin.com/in/peter-paul-mertens-1690507)



Peter Paul Mertens is deputy Director Strategy, Knowledge and Innovation at the Dutch Ministry of Agriculture, Nature and Food Quality. Peter Paul is responsible for the mission driven innovation policy for the ministry which focusses on the major transitions such as climate (change), biodiversity and foodsecurity. He is also involved in the Agrifood and Horticulture TopTeam, a taskforce

of the Ministry of Economic Affairs. During his career Peter Paul has acquired experience in the field of agriculture, economics, food, biodiversity, science and technology. He is committed and passionate about societal innovation in the field of agriculture, food, biodiversity and public-private partnerships.

Goals at SXSW?

Networking opportunities, inspiration in the area of food, tech and climate.

Ministry of Economic Affairs and
Climate Policy

Jos De Groot

Director Digital Economy

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L [linkedin.com/in/jos-de-groot-7413844](https://www.linkedin.com/in/jos-de-groot-7413844)



Jos De Groot is Director Digital Economy at the Ministry of Economic Affairs and Climate Policy. He focuses on the contribution of digitization to the broad prosperity and earning capacity of the Netherlands. The Digital Economy directorate makes rules and orders the market for electronic communications, and creates preconditions for a maximum contribution to sustainable economic growth. With the Strategy for the Digital Economy (2022) there is a focus on the national ambitions: accelerating digitization of SMEs, stimulate digital innovation and skills, creating the right preconditions for well-functioning digital markets and services, maintain and strengthen a safe, reliable and high-quality digital infrastructure and strengthen cybersecurity.

Goals at SXSW?

Networking opportunities, inspiration, understanding new technologies.

Who do you want to meet?

Creative and inspiring people.

Ministry of Economic Affairs and
Climate Policy

Niels Kastelein

Director of Climate Policy

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Niels Kastelein is Director of Climate Policy at the Ministry of Economic Affairs and Climate. He has a broad experience in the public sector, both as a consultant as well as on in local and national policy making roles. Connecting the world wide efforts to fight climate change with opportunities for economic development and a 'just transition' are key in his everyday work. While the world wide climate and energytransition is gaining traction, it is key to further scale up.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

Connecting people and opportunities to further speed up societal transitions.

Ministry of Economic Affairs and
Climate Policy

Gerdine Keijzer-Baldé

CIO & Deputy Secretary-General

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Gerdine Keijzer-Baldé is Deputy Secretary-General and Chief Information Officer at the Ministry of Economic Affairs and Climate Policy. Key topic in her work is how the ministry and its agencies take the lead in the digital transformation for better public services to entrepreneurs.

Goals at SXSW?

Networking opportunities, Inspiration.

Who do you want to meet?

Innovative and inspiring people.

Ministry of Economic Affairs
and Climate Policy

Marijke Reuver

Program Manager Creative Industries

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Policy maker, economic affairs, Creative Industry, innovation
policy, Topteam Creative Industry,

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

We will see ;)

Ministry of Economic Affairs
and Climate Policy

Paul Vetter

Policy advisor

W www.minezk.nl

E p.vetter@minezk.nl

L [linkedin.com/in/paul-vetter-75769a53](https://www.linkedin.com/in/paul-vetter-75769a53)



Goals at SXSW?

Inspiration.

Who do you want to meet?

Jann de Waal

Ministry of Economic Affairs and
Climate Policy

Irma Volkers

Manager CIO Office

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L [linkedin.com/in/IrmaVolkers](https://www.linkedin.com/in/IrmaVolkers)



I am a senior manager with a strong motivation to help organizations further with their digital ambitions. I use my extensive experience at the central government, where I have held various positions in information provision over the years, such as deputy CIO and head of CIO office at the Tax and Customs Administration and various senior manager and program manager positions in IV implementation.

More than 30 years ago I graduated in Artificial Intelligence and Machine Learning at the University of Amsterdam, and was one of the first graduates in these directions. I then worked on innovation projects for more than 12 years, but even after that I always tried to support and promote innovation as much as possible.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

Creative people with innovative ideas that will help the DGs discover opportunities that will enable them to better achieve their policy objectives.



Ministry of Economic Affairs and Climate
Policy & Ministry of Innovative Affairs

Sandra van de Ven

Communications Consultant

W www.minezk.nl

E s.m.vandeven1@minezk.nl

L [linkedin.com/in/sandravandeven](https://www.linkedin.com/in/sandravandeven)



My name is Sandra van de Ven, founder of the Ministry of Innovative Affairs. My focus is on internal communication and organizational changes. Always related to digital innovation and digital transition. A balanced mix of strategic advice, internal campaigns, smart tooling and fun experiences make it happen! Currently working for the Ministry of Economic Affairs and Climate Policy on the communication strategy concerning the information plans. Focus on themes such as transparency, digital resilience, cybersecurity, data, algorithms and more.

Goals at SXSW?

Networking opportunities, inspiration, learning and understanding new technologies and their societal impact.

Who do you want to meet?

Curious minds, inspiring people.

Ministry of Education, Culture and Science

Samantha Castano

Senior Policy Officer

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L [linkedin.com/in/samantha-castano-van-der-ham-7268432](https://www.linkedin.com/in/samantha-castano-van-der-ham-7268432)



As Senior Policy Officer at the Ministry of Education, Culture and Science I'm part of the department media and creative industries. I research, advise and develop policies and / or incentive measures for the Creative Industry and Digital Culture sector. Before starting as a policy officer I worked as a project manager of events, publications and exhibitions and establishing best practices within innovative storytelling in new media, design and heritage.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

Anyone who can inspire me.

Ministry of Education, Culture and Science

Youssef Louakili

Director of Media and Creative Industries

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L nl.linkedin.com/in/youssef-louakili-272022212



Youssef Louakili is the Director of Media and Creative Industries at the Ministry of Education, Culture, and Science in The Hague since 2021. In this capacity, he is bureaucratically responsible for national, regional, and local broadcasters, policies to strengthen journalism, the audiovisual sector, the design sector, policies related to digital culture, library policies, literature policies, and archive policies. Before this role, Youssef held various positions within the Mainistry of Education, Culture, and Science, most recently as Head of Governance, System, and Legal Affairs at the Directorate of Primary Education. Prior to joining the Ministry, Youssef worked as a history teacher at a higher secondary school, specializing in education for gifted students and designing curriculum that bridged the connection between humanities and sciences.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

Designers.

Ministry of Education, Culture and Science

Barbera Wolfensberger

Director-General for Culture and Media

W www.minocw.nl

E b.wolfensberger@minocw.nl

L [linkedin.com/in/barberawolfensberger](https://www.linkedin.com/in/barberawolfensberger)



Barbera Wolfensberger is Director-General for Culture and Media at the Ministry of Education, Culture and Science. She is also part of the Creative Industries TopTeam, a taskforce of the Ministry of Economic Affairs. During her career Barbera has gained notable experience in marketing, communications, (digital) design and media. In 2016 she was named one of the most inspirational women in Tech & Digital by Opzij magazine.

She is driven by a passion for diversity and equality, and is committed to promoting societal innovation and economic growth through (applied) creativity.

Goals at SXSW?

Networking opportunities, inspiration.

Ministry of Education, Culture and Science

Sabine Zwart

Policy officer

W www.minocw.nl

E s.e.zwart@minocw.nl

L [linkedin.com/in/sabine-zwart-96b76325](https://www.linkedin.com/in/sabine-zwart-96b76325)



Within my team at OCW, I'm involved with policy surrounding the audiovisual sector, talent development and digital culture. I have a background in research and film studies, and wrote about film for the VPRO and IFFR.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

Maybe someone to discuss policy surrounding digital culture with.

Ministry of the Interior
and Kingdom Relations

Haye Hazenberg

Senior Policy Officer

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E haye.hazenberg@minbzk.nl

L [linkedin.com/in/hayehazenberg](https://www.linkedin.com/in/hayehazenberg)



Working on public values in the digital transition as a policy maker and an academic writer, to build a digital liberal democracy that makes our shared institutions stronger and protects our democracy and the rights of citizens.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

Other policy-makers, startups, makers, artists and companies with ideals about society and how to realize them with technology.

Ministry of the Interior
and Kingdom Relations

Eva Heijblom

Director-General for Digitalisation and
the Public Sector

W www.minbzk.nl

E eva.heijblom@minbzk.nl

L [linkedin.com/in/evaheijblom](https://www.linkedin.com/in/evaheijblom)



Eva Heijblom currently serves as the Director-General for Digitalisation and the Public Sector at the Ministry of the Interior and Kingdom Relations in the Netherlands. Prior to assuming this role in 2023, she held the position of Deputy Secretary-General and Chief Information Officer at the Ministry of Agriculture, Nature and Food Quality. In her present capacity, Heijblom underscores the importance of uniform laws and robust oversight to effectively navigate the realm of digitalisation. To accomplish this goal,

she has dedicated efforts to initiatives with other governments, civil organisations, scientific institutions and businesses, such as the establishment of a public registry for governmental algorithms.

Goals at SXSW?

Networking opportunities, inspiration, government representation.

Ministry of the Interior
and Kingdom Relations

Alexandra van Huffelen

Minister for Digitalisation

W www.minbzk.nl

E postbus.stasbzk@minbzk.nl

L [linkedin.com/in/alexandravanhuffelen](https://www.linkedin.com/in/alexandravanhuffelen)



Goals at SXSW?

Government representation.

Who do you want to meet?

Network.

Ministry of the Interior
and Kingdom Relations

Thomas van Oortmerssen

Spokesman to the Dutch Minister
of Digitalisation

W www.minbzk.nl

E thomas.oortmerssen@minbzk.nl

L [linkedin.com/in/thomasvanoortmerssen](https://www.linkedin.com/in/thomasvanoortmerssen)



Goals at SXSW?

Government representation.

Who do you want to meet?

International delegations.

[Morrison Foerster](#)

Lokke Moerel

Senior of Counsel

W www.mofo.com

E lmoerel@mofo.com

L nl.linkedin.com/in/lokkemoerel



Lokke Moerel is global expert on new technologies & cyber and the governance of digital transformation and its impact on companies, workforce, and society at large. She is one of the pioneers of Responsible AI and is regularly called upon by regulators and global tech companies alike how to best regulate and implement digital technologies and business models based on privacy/ethics/security-by-design. Lokke is Senior of Counsel with the global technology law firm Morrison & Foerster and professor of Global Technology & Law at Tilburg University, where - as early as 2014 – started as co-academic director the first multi-disciplinary course Big Data \ AI & Law (teaching Algorithmic Accountability).

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

The Dutchies!

[Morrison Foerster](#)

Alex van der Wolk

Co-Chair and Partner

W www.mofo.com

E avanderwolk@mofo.com

L linkedin.com/in/alex-van-der-wolk-ba8419



Alex van der Wolk is a data-driven tech lawyer, who co-chairs Morrison Foerster’s eminent Global Privacy & Data Security practice and counsels global companies on their data governance & cyber strategy when implementing emerging technologies such as generative AI, the metaverse, and more.

Goals at SXSW?

Do international business, networking opportunities, inspiration.

Who do you want to meet?

Like-minded tech enthusiasts with a keen interest in AI, cyber and the metaverse.

Naya

Niclas Bertelsen

Co-Founder

W www.naya.tech

E niclas@naya.tech

L [linkedin.com/in/nbertelsen](https://www.linkedin.com/in/nbertelsen)



Two time founder specializing in hardware startups with a focus on marketing, sales and fundraising. Leading two hardware startups from inception to 7-figures. Comprehensive digital marketing skills, including GTM strategy, performance marketing, content strategy, CRO, social media and more.

Goals at SXSW?

Do international business, networking opportunities, pitch my start-up.

Who do you want to meet?

Investors, business partners (distribution, hardware and software partners), creatives (for creative partnerships).

Naya

Brandon McKinney

Creative Director

W www.naya.tech

E brandon@naya.tech

L [linkedin.com/in/brandon-mckinney-b52455204](https://www.linkedin.com/in/brandon-mckinney-b52455204)



I'm a young entrepreneur with 10 years of experience in the creative field. From filmmaking to game design, I am always on

the lookout for projects at the intersection of art and technology. Founded Raya Recordings, a digital podium for young creatives in the Netherlands, focused on highlighting talents within nightlife and performance arts. Currently partnered with Naya as in-house Creative Director to build and manage a team focused on expanding marketing initiatives.

Goals at SXSW?

Do international business, networking opportunities, pitch my start-up, inspiration.

Who do you want to meet?

Creatives, content creators, prospective brand ambassadors, any other interesting people.

Netherlands Board of Tourism & Conventions

Eric Bakermans

Director Marketing Meetings & Conventions

W www.holland.com

E ebakermans@holland.com

L linkedin.com/in/eric-bakermans



The Netherlands Board of Tourism & Conventions is the national destination management organization of and for the Netherlands. In my daily work I am responsible for the positioning and marketing of the Netherlands as an international conference and business events destination. We do this based on the mission-driven innovation policy in which top sectors such as Creative.NL play an important role. At SXSW2024 I hope to make new contacts to draw attention to the Netherlands as a destination in this specific field.

Goals at SXSW?

Do international business, networking opportunities, inspiration.

Who do you want to meet?

Those who are of may be in the position to think about the Netherlands as a destination for events which have a link with the creative sector.



Netherlands Business Support Office in Texas
(NBSO Texas)

Baukje 'Bee' Kothuis

Chief Representative

W nbsso-texas.com

E bee.kothuis@nbsso-texas.com

L [linkedin.com/in/baukje-bee-kothuis](https://www.linkedin.com/in/baukje-bee-kothuis)



Bee Kothuis is a design anthropologist with extensive experience in interdisciplinary collaboration projects involving academia, government, business, and industry. With a track record of facilitating connections between diverse parties in both Texas and the Netherlands across various domains, Bee heads NBSO Texas since 2021.

Goals at SXSW?

Networking opportunities, inspiration, make Dutch SXSW community aware of NBSO.

Who do you want to meet?

Dutch businesses and other organizations engaged in or seeking opportunities within Texas.

Netherlands Enterprise

Johan Maas

Dep. Director General

W www.rvo.nl

E johan.maas@rvo.nl

L [nl.linkedin.com/in/johan-maas-](https://www.linkedin.com/in/johan-maas-)



In the recent years I have been working as Chief Financial Officer (CFO) and Chief Information Officer (CIO) . My challenge is to support the Agency with ICT platforms whereby RVO provides financial and program support to innovative companies . Data exchange, use of multi-platform strategies, smart and self-learning process techniques and close cooperation with ministries contribute to the main success factors. RVO works for different ministries in a data-, talent- and mission/ challenge-driven manner.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

Creative people who can bring our excellent public service to a next level.

Postillion Hotels and Convention Centres

Kim van Velzen

Chief Commercial Officer

W www.postillionhotels.com

E kim.vanvelzen@postillionhotels.com

L [linkedin.com/in/kimvanvelzen](https://www.linkedin.com/in/kimvanvelzen)



C level executive in the world of hospitality, sales and marketing. Guilty pleasure: eating two desserts. Always looking for unique hospitality experiences. Crazy about excellent and creative customer experiences. Love digital, but still love human interactions more.

Live by what Maya Angelou so beautifully said: "People will forget what you said, people will forget what you did, but people will never forget how you made them feel."

Goals at SXSW?

Do international business, networking opportunities, inspiration.

Who do you want to meet?

Conference organizers (outbound to Europe). Innovators in food, digital, AI. Thought leaders in CX.

PPM advies

Monique Barnhoorn

Policy marketing

W www.ppmadvies.nl

E mcwbarnhoorn@ppmadvies.nl

L [linkedin.com/in/mcwbarnhoorn](https://www.linkedin.com/in/mcwbarnhoorn)



I have been working for various government agencies for almost 20 years, where I connect 'I' (Digitalization, ICT, and Information Provision) with policy. As a policy marketer, I am an expert in both content and form. Exploring new forms, alternative solutions and unique connections gives me energy. So I'm curious about what the future holds, and I think this is exactly what SXSW has to offer

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

inspiring people, projects en solutions.

Regieorgaan SIA

Mieke Dols

Program Manager

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L [linkedin.com/in/mieke-dols-363a5887](https://www.linkedin.com/in/mieke-dols-363a5887)



Regieorgaan SIA is the Taskforce for Applied Research in the Netherlands. My areas of focus are creative research and cross sectoral collaboration. Always from a multiple value perspective. Oh and my background is in performing arts and I am an amateur photographer.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

Immersive experts, researchers, policy makers.

Rotterdam Partners

Eveline van der Pluijm

Head of Convention Bureau Rotterdam

W www.rotterdampartners.nl

E e.vanderpluijm@rotterdampartners.nl

L [linkedin.com/in/eveline-van-der-pluijm-degenhart-a4919716/](https://www.linkedin.com/in/eveline-van-der-pluijm-degenhart-a4919716/)



My working life started within the international congress & events industry 25 years ago. I worked within sales for different venues, organised international congresses within Europe and I have been with Rotterdam Partners since 6 years. With a team of 5 professionals we acquire those international congresses, events and exhibitions for Rotterdam that make the most impact and are the frontrunners within their field. We focus on the sectors of Rotterdam of which IT & Tech is one of them. We are the connector within the city.

Goals at SXSW?

Do international business, networking opportunities, inspiration.

Who do you want to meet?

I am open to meet new and interesting people.

Sebastiaan Scheer (independent)

Sebastiaan Scheer

Independent UX / Design Director
and board member Dutch Digital Design

E sebastiaan@scheer.design

L [linkedin.com/in/sebastiaanscheer](https://www.linkedin.com/in/sebastiaanscheer)



My focus is helping companies to champion their work, optimise design departments and leap what's next. I'm here to raise the bar, help outclass the competition and compliment each other to get the most out of your design departments and organisation.

Goals at SXSW?

Do international business, networking opportunities, pitch my start-up, inspiration.

Who do you want to meet?

Peers in the interactive design world, startups & established businesses who I can potentially help to raise their bar from an interactive point of view.

The Finch Factor Global

Kerrie Finch

Founder

E kerrie@kerriefinch.com

L [linkedin.com/in/kerriefinch](https://www.linkedin.com/in/kerriefinch)



I am a strategic communications expert for emerging tech and creative innovation globally. I work with brands and leaders to polish their positioning, to become thought leaders. Previous clients: Airbnb, BlackRock, bunq, media.monks, Framestore, Saatchi LA. I'm also a speaker, stage MC, event host and moderator for conferences including Cannes Lions, Web Summit, CogX Festival, Step Conference Dubai, and ADCE. I'm the founder of SheSays Amsterdam, country rep for Cannes Lions, and an alum of Wieden+Kennedy.

Goals at SXSW?

Do international business, inspiration.

Who do you want to meet?

Brand leaders, CMOs.

The Hague & Partners

Bas Schot

Head of Convention Bureau

W www.thehague.com

E b.schot@thehague.com

L [nl.linkedin.com/in/bas-schot-472859b](https://www.linkedin.com/in/bas-schot-472859b)



I am a creative mind that combines guts and common sense in the right dose, decisive in the day to day work and a true goal

getter who is not afraid to handle a good crisis, currently works as Head of Convention Bureau and member of the Management Board of The Hague & Partners for more than 8 years. In my work I strive to the most innovative and strategic approach and always with a clear vision on the future.

Goals at SXSW?

Do international business, networking opportunities, inspiration.

Who do you want to meet?

Inspiring people.

Ver.iD

Roger Oliveira

Co-Founder

W www.ver.id

E roger@ver.id

L nl.linkedin.com/in/rogeroliveira



From festival organizer to tech innovator, Roger pivoted careers after 15 years. Now he co-founded Ver.iD, a platform simplifying decentralized identity for developers. Empowering organizations with digital ID wallets, Ver.iD aims to eliminate bureaucracy and build online trust.

Goals at SXSW?

Do international business, networking opportunities, pitch your start-up, inspiration.

Who do you want to meet?

People one can do business with.

Ver.iD

Sten Reijers

Co-Founder

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E sten@ver.id

L linkedin.com/in/stenreijers



I am Sten, a technology enthusiast and trained physicist. I've made significant strides as an entrepreneur in the Netherlands, founding startups in DLT, fintech, and decentralized identity. In my free time, I enjoy playing tennis and delving into open problems in physics.

Goals at SXSW?

Networking opportunities, pitch your start-up, inspiration.

Who do you want to meet?

CTOs of tech companies and people that enjoy complex problem solving.

ZUID Agency Group

Sander Buijs

COO

W www.zuid.com

E sander@zuid.com

L linkedin.com/in/sanderbuijs76



Sander Buijs , Co-founder and co-owner of ZUID Agency Group. Passioned entrepreneur with love for tech and gadgets

Goals at SXSW?

Inspiration.

Who do you want to meet?

Entrepreneurs.

ZUID Agency Group

Mathieu Hermans

CEO

W www.zuid.com

E mathieu@zuid.com

L [linkedin.com/in/mathieuhermans](https://www.linkedin.com/in/mathieuhermans)



As entrepreneur in marketing, started with ZUID Creatives, later expanded with AudienceFirst, Otis Bay Studio, Biarritz and Brandgang. As CEO of ZUID Agency Group, responsible for growth, vision and strategy. Is good at music, cooking and sports (fitness, padel, mountain biking), father of 3 boys, lives in Goirle. Always looking for information & inspiration.

Goals at SXSW?

Inspiration.

Who do you want to meet?

Other agency leaders.

ZiPconomy / FD Persoonlijk

Claartje Vogel

Journalist

W www.claartjevogel.nl

E claartje@claartjevogel.nl

L [linkedin.com/in/claartje-vogel-84776a18](https://www.linkedin.com/in/claartje-vogel-84776a18)



I'm a financial journalist working for various media outlets. At SXSW I'm hoping to meet interesting people and discover inspiring stories.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

You

TEAM CREATIVENL



CreativeNL

Nils Adriaans

Content Director

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E nils@creativenl.nl

L [linkedin.com/in/nils-adriaans-70aa295](https://www.linkedin.com/in/nils-adriaans-70aa295)



Nils Adriaans is a writer and advisor, specialized in the international creative industry - with a soft spot for mountains, cold water and football culture.

Goals at SXSW?

Do international business, Networking opportunities, Inspiration.

Who do you want to meet?

Innovators in the field of Immersive Experiences, preferably 'for good'.

CreativeNL

Simone van Bennekom

Head of Program

W www.creativenl.nl

E simone@creativenl.nl

L [linkedin.com/in/simone-van-bennekom-4587b611b](https://www.linkedin.com/in/simone-van-bennekom-4587b611b)



Cultural Economist - Head of Program CLICKNL International and CreativeNL- CLICKNL is the knowledge and innovation network of the creative industry - and CreativeNL falls under that; based on the idea that design thinking and design power contribute to accelerated innovation that is now desperately needed in view of the Sustainable Development Goals (SDGs) of the United Nations (for the period 2015-2030, ed.). The "mission-driven" innovation policy of the Ministry of Economic Affairs and Climate, for which we work, is based on this.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

International PPS collaborations and accelerators on IX

Van Dusseldorp

Monique van Dusseldorp

Curator & moderator of tech events

W www.newdutchwave.com

E monique@vandusseldorp.com

L linkedin.com/in/vandusseldorp



Amsterdam-based curator and moderator of events on media, tech, and innovation. Nextconf Hamburg, CogX London, Immersive Tech Week and ThingsCon Rotterdam, SXSW CreativeNL Austin, Dataxis Prague/Warsaw/London, Wired London etc.

Goals at SXSW?

Inspiration

Who do you want to meet?

Always on the lookout for speakers with new ideas and great stories - entrepreneurs, creators, thinkers, scientists: people who change the world.

CreativeNL

Vera Kuipers

Strategic expert digital society & IX

W www.creativenl.nl

E vera@creativenl.nl

L linkedin.com/in/vera-kuipers



Strategic Expert (free-lance) for CreativeNL with a focus on IX & Digital Society. Aiming to stimulate PPPs by connecting creative professionals, institutions, applied science & innovative initiatives and further collaboration and exchange with Canada.

Goals at SXSW?

Do international business, networking opportunities, inspiration,

knowledge exchange & global impact.

Who do you want to meet?

Creatives and institutions with ambitions abroad and potential to join forces globally, impact-driven.

CreativeNL

Maarten Schram

Quartermaster

W www.creativenl.nl

E maartens@creativenl.nl

L [linkedin.com/in/maartenschram/](https://www.linkedin.com/in/maartenschram/)



Over 25 years experience in events, live communication and experiential. On behalf of CreativeNL quartermaster for SXSW'24, yeah! Director of IDEA; the community of Leading Agencies in Live (like WINK ;-). Founder of LiveCom Alliance; European Institute of Live Communication. And passionate jury member in several international industry awards.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?

You all and making new international friends!

[CreativeNL, Info.nl](#)

Jann de Waal

Chair Topteam Creative Industry

W www.info.nl

E jann@info.nl

L linkedin.com/in/janndewaal



Jann de Waal. Chair of topteam creative industry, a task force appointed by the government to improve innovation and talent development and to ensure a solid position for the sector in the international context. Founder and owner of INFO, business innovation partner. SxSW veteran. Inspired by tech and design. Interested in societal impact of crossovers between creative and other industries.

TEAM

NEW DUTCH WAVE



New Dutch Wave & Wink

Arne Koefoed

Co-Founder & Head of Ideas

W www.welcometowink.com

E arne@welcometowink.com

L [linkedin.com/in/arnekoefoed](https://www.linkedin.com/in/arnekoefoed)



Arne Koefoed, Founder and Head of Ideas at WINK and at New Dutch Wave, Dealer of goosebumps, hippie, hooligan, tactile storyteller and experience architect on a mission to celebrate life, bring rapture, and make the world all right for a while... Transforming the temporary nature of an event into an unforgettable “now” The Aim of the Game is to Feel Real Good!

Goals at SXSW?

Do international business, networking opportunities, inspiration. Music is the answer.

Who do you want to meet?

I welcome every chance encounter.

New Dutch Wave & DMF

Danny Frietman

Co-Founder

W www.newdutchwave.com

E danny@newdutchwave.com

L [linkedin.com/in/dannyfrietman](https://www.linkedin.com/in/dannyfrietman)



An independent advisor, moderator, entrepreneur and key driver of new initiatives in the enterprise digital market. With a key focus on sharing knowledge and creating partnerships between public and private organizations, been able to create a vibrant ecosystem. Currently community leader Almere Tech, co-founder of New Dutch Wave during SXSW and organized Dutch pavilions during Mobile World Congress and Smart City Expo. Also co-founder of GovTechNL and Innovation Bridge Europe.

Goals at SXSW?

Do international business, networking opportunities, inspiration.

New Dutch Wave & Brandfit

Linda Holleman

Head of program & partnerships

W www.newdutchwave.com

E linda@newdutchwave.com

L [linkedin.com/in/lindaholleman](https://www.linkedin.com/in/lindaholleman)



I am the founder of Brandfit and team member of New Dutch Wave (programs & partnerships). Established in 2006, Brandfit is a business development and brand sponsorship consultancy. Brandfit specialises in building and maintaining successful and profitable relationships and partnerships between strategic brands and project and event stakeholders in the creative sector, sustainable industry, social enterprises, government and business community.

Goals at SXSW?

Do international business, networking opportunities, inspiration.

New Dutch Wave & Mauinc

Jean-Paul Mau-Asam

Project Manager & Startup Liaison

W www.newdutchwave.com

E jean-paul@newdutchwave.com

L [linkedin.com/in/mauasam](https://www.linkedin.com/in/mauasam)



As an experienced professional with a passion for connecting start-ups with innovative entrepreneurs, corporates, and investors, Jean-Paul has established himself as a trusted and reliable resource in the Dutch startup ecosystem. His transparent, pragmatic, and results-oriented approach has allowed him to successfully scout tech, impact, and creative startups for international trade missions, where he excels at making meaningful connections. Jean-Paul is known for his energy, trustworthiness, and loyalty, and his dedication to helping Dutch start-ups and scale-ups achieve their goals and grow internationally is unwavering.

Goals at SXSW?

Networking opportunities, inspiration.

Who do you want to meet?
Innovators and game changers.

New Dutch Wave & Wink

Emile van Veggel

Jack of all trades

W www.newdutchwave.com

E emile@newdutchwave.com



Partner in Wink and Camping Lieveinge and producer for New Dutch Wave. Always on the hunt for adventure.

Interested in music, festivals and art. I love old skool, analog and to slow down.

Goals at SXSW?

Networking opportunities, inspiration.

New Dutch Wave & Seeing is: believing.

Bass Beek

Jack of all trades

W www.newdutchwave.com

E bass@newdutchwave.com

L [linkedin.com/in/bassbeek](https://www.linkedin.com/in/bassbeek)



Making creatives ideas come to fruition and generally taking care of all that has to be taken care of. Fulfiller & realiser.

Active in several roles for the New Dutch Wave organisation as from its inception in 2017.

New Dutch Wave

Ben Houdijk

Photographer

W www.newdutchwave.com

E ben.houdijk@gmail.com

L [linkedin.com/in/benhoudijk](https://www.linkedin.com/in/benhoudijk)



Photographer specialised in music, travel, portraits and event photography.

Goals at SXSW?

Networking opportunities.

Who do you want to meet?

Beautiful people.

New Dutch Wave & Unknown Artists

Dali Bruckel

Cinematographer

W www.unknownartists.nl

E info@unknownartists.nl

L [linkedin.com/in/dal%C3%AD-br%C3%BCckel-947099160](https://www.linkedin.com/in/dal%C3%AD-br%C3%BCckel-947099160)



My name is Dalí Brückel, filmmaker and creator of Unknown Artist. Ranging from creative directions, cinematography, drone work, photography, editing, and concept development. I will create the image you are looking for!

Goals at SXSW?

Inspiration.

Who do you want to meet?

Everyone.

New Dutch Wave & Unknown Artists

Max Petrie

Video Editor

W www.unknownartists.nl

E maxpetrie92@gmail.com

L [linkedin.com/in/max-petrie-9808682a3](https://www.linkedin.com/in/max-petrie-9808682a3)



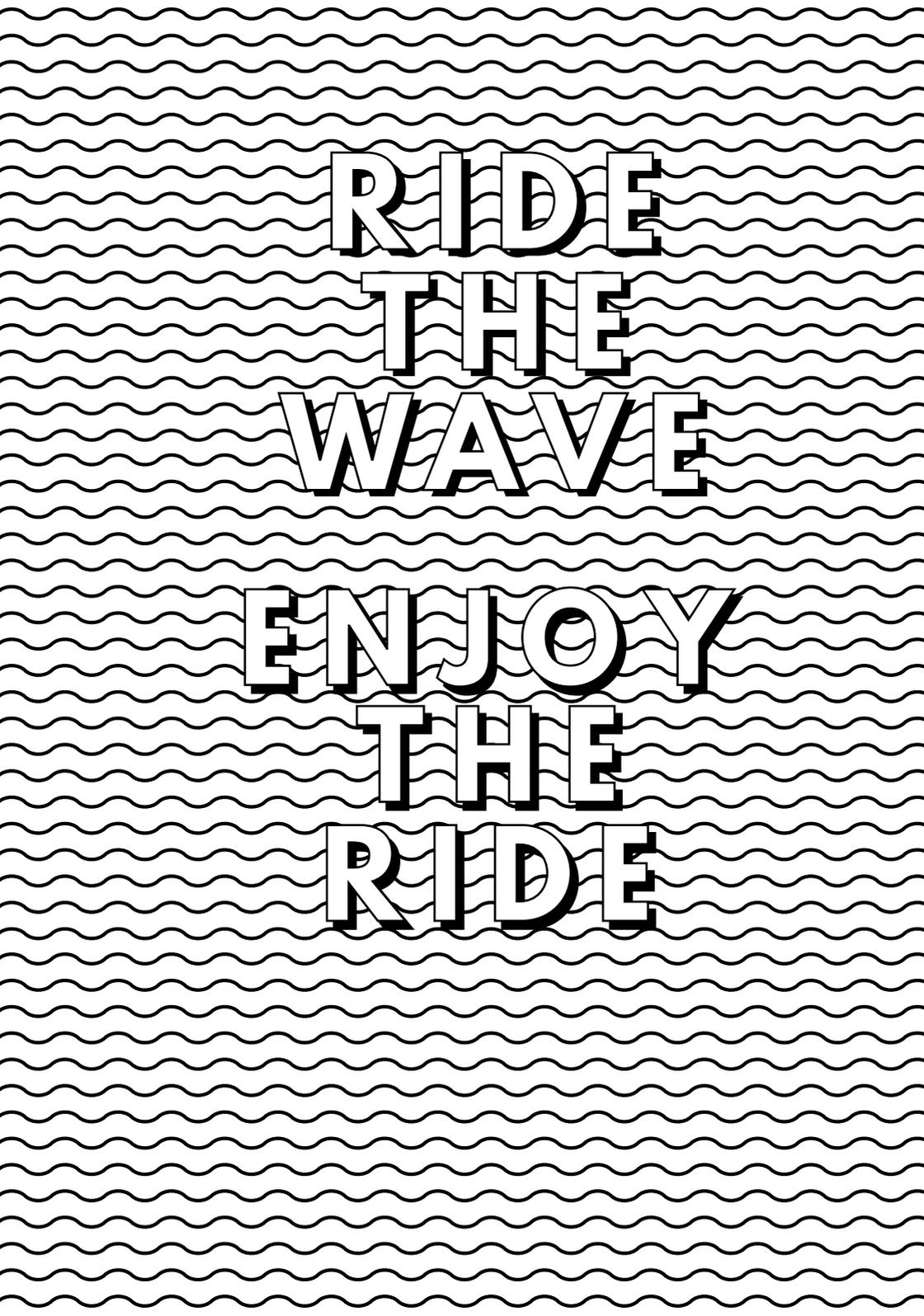
Hi, my name is Max and im a video editor. Promoting products or companies, television or social media content, everything video is possible!

Goals at SXSW?

Inspiration

Who do you want to meet?

Dali.

The background of the entire image consists of a repeating pattern of horizontal, wavy lines, resembling a stylized ocean or a textured surface. The lines are black on a white background, creating a rhythmic, undulating effect.

**RIDE
THE
WAVE**

**ENJOY
THE
RIDE**