

Profile

Jaap Favier

Professional Experience

Jaap operates more than ten years as senior marketing consultant. He assists brands worldwide with market research, strategy development and execution, international marketing, brand development, change management, media strategies, and leadership. Jaap is widely recognized as thought leader, author, and inspiring public speaker on marketing innovation and integration of online- and social media.

Previously, Jaap has ten years of as leadership experience in marketing strategy, sales and general management at companies in the high-tech, telecom and travel industries.

Jaap is widely quoted in major business media, including *The Wall Street Journal*, *The Financial Times*, *CNBC*, and *BBC*.

Previous Positions

Forrester Research

2007-2009 Vice President Global Marketing Leadership Research

2000-2007 Vice President EMEA Consumer Research

KLM Royal Dutch Airlines

1998-2000 Director Marketing Planning

1995-1998 Manager eBusiness

Education

MSc. Aerospace Engineering,
Delft University, The Netherlands

Languages

Dutch (native)
English (native)
German (good)
French (basic)

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