



Bio

John began his career in the late '90s at IBM Global Services, where, as an online pioneer and one of the few specialists, he assisted clients with their digital transition and e-commerce challenges. After a few years, he plunged into the fast-paced world of online media at DoubleClick Media, where he introduced Google and online advertising to advertisers in the Netherlands .

In 2004, he founded one of the first interactive and social agencies (Urbanology), which he sold in 2009. After a brief period of consultancy work, he started his second agency, 3sixtyfive, in 2010. It was one of the first influencer marketing agencies, winning several awards such as Effies & Lovies for brands like Toyota and Danone.

In 2022, 3sixtyfive continued under the name Endeavour. As Strategy Director and Social & Influencer Marketing expert, John still works for brands like ABN-AMRO, Catawiki, BMW, Knab, Randstad, KPMG, and Unicef.

As a sought-after speaker, John elucidates the latest trends in Influencer Marketing and Social Media. He teaches Influencer Marketing at Beekestijn Business School, is host at Emerce TV and his podcast: What's Next in Influencer Marketing.

Besides his career, John has also contributed to the development of the online industry as a board member of IPAN and as chairman of the IAB taskforce social. He is also a jury member for the Lovie Awards and the Fonk Coolest Dutch Brands.

Short Intro

John Meulemans excels in combining innovation and creativity. This has earned him and his agency several awards that recognize work not only for effectiveness (Effie awards) but also for creativity (Lovie awards).

As a speaker, he inspires his audience with the latest developments in influencer marketing, while also highlighting strategic aspects. He delivers his keynotes with energy, explosive cases, and mindblowing trends.

Topics for presentations/workshops

- Influencer Marketing Strategy (in-depth expertise)
- Influencer Marketing Trends (in-depth expertise)
- Social Media Trends
- Virtual influencers & .A.I.
- Thought Leadership Strategy / B2B Influencer Marketing

Recent clients

Bayer, GPTx, Leiden University of Applied Sciences, Emerce, Beekestijn Business School, I Amsterdam, KRO-NCRV, Deloitte, Etos

International clients

Kindred Group (London), Cap Gemini (Paris), ANVR Conference (Egypt), SXSW (US), Danone (Belgium), Interactive Intelligence (Lisbon)

Testimonials

Marcel Molenaar (CEO LinkedIn)

"I have attended several of John's keynotes and it has always been a pleasure to hear him speak. John comes across as a true expert in his field social & influencer marketing and has a keen eye for trends that shape the market. His narrative is not just a bunch of slides and bullet points but rather an entertaining story that connects the dots and leaves the audience with something to contemplate on."

Erwin Boogert (Emerce)

"Moderator John Meulemans is informed, interested, and facilitates the conversation calmly. This is a pleasant combination for the audience he is serving at that time. As a viewer/listener, you get the impression that he, in his role as an entrepreneur, is well-acquainted with, or has even experienced, the processes he inquires about. This, in my experience, places him above the subject matter."

Tamara van Witzenburg (Emerce events)

“Featuring John in your event line-up is always a good idea. John breathes innovation. As a presenter, John inspires an audience, combining in-depth knowledge with spot-on predictions for future trends. As chairman or moderator, he allows others to tell their best stories. In my role as program manager for Emerce events, it is always a pleasure to work with him. I know I can rely on John for an all-round high quality and inspiring performance.”

Norbert Mirani (spreker & trendwatcher)

“The driving force behind good speakers is passion, and this is certainly true for John. You can see it as soon as he begins his story. He is uniquely informed about the latest developments in his field, always critically questioning how far they can advance brands. Whether it's about influencer marketing or SXSW, he knows how to captivate the audience from start to finish.”

Merijn Everaarts (Founder Dopper & Mama Gaia)

“John is an excellent key-note speaker. He is very clear in his explanations and knows his topics as second nature. His enthusiastic style makes you become part of his presentations, whether it's about influencer marketing or more tech stuff like A.I.”

Jeppe Delver (docent Communicatie Hogeschool Leiden)

“John delivered an incredible keynote on influencer PR, digital marketing, and the future of AI for the 'PR & Spokespersonship' minor at Leiden University of Applied Sciences. Passionate, accessible, and armed with the latest insights; he offered a critical perspective and ample opportunity for interaction. Both students and the lecturer were enthusiastic, hopefully until next year!”

Linda Hilberdink (Senior EMEA Events Manager at Genesys)

“John was one of the key speakers at our EMEA Partner Conference in Lisbon and his performance was definitely impressive. He has an eye and talent to keep having the attention and direct contact with the audience. His way of presenting is very fresh, energetic and will inspire everybody who is interested in the world of marketing and latest social media trends.”

Claartje Vogel (Adformatie)

“John Meulemans is a skilled, enthusiastic speaker. I have seen him present multiple times, including at the SXSW Update in B. Amsterdam and in the United States, during the tech festival South by Southwest. John knows what he's talking about, whether it's influencer marketing or the latest technological developments. He communicates in an accessible manner and consistently surprises the audience.”

Michel Hoogerwerf (City of Haarlem)

“The Municipality of Haarlem is currently developing a vision for the future of Haarlem: how we will live and work in 2040. The Zuid-Kennemerland Library organized an evening centered around the theme of 'economy.' John Meulemans acted as the presenter and seamlessly linked together the 10 pitches that were given. John also delivered the keynote speech: a clear vision, supported by beautiful visuals and videos, on technological

developments that will have a significant impact on our daily lives in the coming decades. Additionally, the communication in advance about organizing the evening was pleasant.”

Ryanne Becking (Marketing Manager Ahold)

“I have been working with John for 20 years and greatly appreciate him for his knowledge and personality. John has always been a pioneer in the field of digital marketing and is a true specialist. His great strength is his ability to translate his expertise into tailored, concrete advice. With his enthusiasm and passion, he also manages to communicate this effectively and understandably, even to those with less knowledge of the subject. In short, if you have a question about digital, social, or influencer marketing, John is your go-to guy!”

Michou van Beek (Digital Manager Maxxium)

“John hosted an influencer marketing inspiration session at our office. It was a very inspiring and informative session where relevant tips and tricks about influencer marketing were shared. John is highly knowledgeable and has a knack for engagingly and interactively conveying the story to the audience. We found it to be a very enjoyable and educational session and highly recommend brainstorming with John if you're looking to enhance your influencer marketing strategy, or if you're interested in attending one of his influencer marketing sessions.“

Rosanne van de Leemkolk (Digital Creative KRO-NCRV)

“You might have the best story in the world, but do you know how to convey it to others? If there's anyone who knows how to inspire people, it's John. His enthusiasm and passion for innovation, social media, and influencer marketing are infectious and radiate onto those who work both for and with him. Presentation skills 10/10 🏆💡”

Latest publications

Podcast: What's Next in Influencer Marketing

<https://podcasters.spotify.com/pod/show/endeavour-influencers>

Column MarketingTribune “Waarom jouw merk een AI-ambassadeur nodig heeft”

<https://www.marketingtribune.nl/bureaus/weblog/2023/11/column-waarom-jouw-merk-een-ai-ambassadeur-nodig-heeft/index.xml>

Podcast: What's Next in Digital

<https://open.spotify.com/show/1XJEYqv7WKwDyM9rrZpUBI>

Emerce TV (host):

‘Marketing automation onstuimig door generatieve AI’

<https://www.emerce.nl/nieuws/emerce-tv-marketing-automation-onstuimig-door-generatieve-ai>

‘Neem implementatiepartner bij marketing automation’

<https://www.emerce.nl/nieuws/emerce-tv-neem-implementatiepartner-marketing-automation>