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# HUIB VAN BOCKEL

LONDON  
SPEAKER  
BUREAU

- Former head of marketing Red Bull
- Marketing and Social Media Expert



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Huib van Bockel is founder of TENZING, a 100% natural energising drink and former Head of Marketing at Red Bull in Europe.

From 2006-14, Van Bockel was at Red Bull where he played a key role in the transition from an energy drink business to a media business. He led many of Red Bull's largest projects including Revolutions in Sound, Air Race Ascot and Danny Macaskill's Imagine. In the UK he helped pioneer the current set-up of the Red Bull Media House, launching a magazine, TV channel, and significantly helped grow the digital and social presence of the brand.

## Topics

- Branding
- Innovation
- Marketing
- Social Media

Huib van Bockel started career as a management trainee at Unilever where he received 6 years on the job expertise and training. He then moved to MTV Networks and gained invaluable experience in traditional and new (social) media, and was responsible for one of the worlds first social networks.

He is seen as one of the new marketing thought leaders where brands should behave more like publishers than traditional marketers. His book, The Social Brand was published in 2014, a blue print on how to succeed in the new social era.

Huib van Bockel was voted on of the top 100 CMOs by HotTopics (2015), one of the top 100 best marketers (2014, 2015) by Campaign Magazine, one of the top 100 innovators (2015) Marketing Magazine and one of the top 50 Global Social Media Influencers 2016.

### TESTIMONIAL

"His presentation was perfect—prepared, humorous, and humble. He was received very favourably by the audience. Huib is a terrific speaker for both marketing and customer experience related events. We'd absolutely recommend and hire him again." – Director of Content Marketing, Zendesk