

HUIB VAN BOCKEL



Digital and Social Marketing Expert

Huib van Bockel is founder of TENZING, a 100% natural energising drink and former Head of Marketing at Red Bull in Europe. He is a digital marketing and media thought leader and writer of The Social Brand .

From 2006-14, he was Head of Marketing for the Netherlands, UK and Europe at one of the most admired brands in the world: Red Bull. Here he played a key part in the transition from an energy drink business to the media business it is today. Van Bockel led many of Red Bull's largest projects including Red Bull Revolutions in Sound, Red Bull 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 Red Bull brand.

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

Because of his background in both FMCG and media, he is seen as one of the new marketing thought leaders in this new digital, social and content era; 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. 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.

Topics (Selection):

- Digital Marketing
- Future of Media
- Branding
- Social Networks and Society

Publications (Selection):

- The Social Brand: Transform your brand to win in the social era, 2014