



## WIJNAND JONGEN

Futurist on topics in retail and e-commerce. Co-founder and Chairman of the Executive Committee of Ecommerce Europe

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### Categorie

Business & Management, Retail & Trade

### Type

Expert | Thought leader, Business leader | Entrepreneur

### Inzetbaarheid

Keynote speaker

### Thematiek

De toekomst van onlife retail, Het einde van online winkelen, De onlife customer journey

### Talen

EN, NL

### Afkomstig van

The Netherlands

## Biografie

Wijnand Jongen (1959) is one of world's foremost authors, speakers and publicists on the future of retail and e-commerce. He is the author of the book 'The End of Online Shopping', which was published in the Netherlands (2016) and in Belgium (2017). The English edition of the book was published at Shoptalk Europe in Copenhagen (2017).

In 2017 the book was amongst the top 3 of best Marketing books of the year. In 2016 the book was nominated as Managementbook of the year.

### Key retail positions

Wijnand is co-founder of Ecommerce Europe, the European umbrella organization with more than 25,000 (online) shops as its members. He has been a member of its Board of Directors since the association's incorporation in 2012 and acts as Chairman of Ecommerce Europe's Executive Committee. Wijnand is founder and since its incorporation in 2000 CEO of the Dutch e-commerce association Thuiswinkel.org. He is also the founder and Chairman of the National Shopping Awards for the best (web)shops in the Netherlands. He is the Chairman of the Marketing & Distance Selling chair linked to the Erasmus University in Rotterdam. In addition, Wijnand is a member of FIRAE, the association of global retail industry leaders linked to the American National Retail Federation (NRF).

### Entrepreneur

Mid-1990s, Wijnand was the co-founder of Macropolis, the first Dutch shop and price comparison site for consumers on the Internet. Wijnand was also Macropolis' CEO between 1997 and 2000 and Macropolis was acquired by the publicity traded Newconomy in June 2000.

### International study

Wijnand attended the University of Amsterdam, as well as the Randolph-Macon College and Averett University in the United States. He earned his Masters of Business Administration (MBA) at Averett University (1993) and a doctoral degree in Educational Studies at the University of Amsterdam (1986). His work has guided him through several sales, consultancy and management positions in the Netherlands and the United States.

### Author of 'The End of Online Shopping'

Wijnand is the author of the book 'The End of Online Shopping', which was published by Atlas/Business Contact in November (2016) in the Netherlands and in April (2017) in Belgium. The English edition of the book was published on October (2017), at the new, European edition of Shoptalk in Copenhagen. The global English

edition of the book will be published at Shoptalk in Las Vegas (2018). The Chinese edition of the book and other translations are scheduled for publication in 2018.