



IGOR BEUKER

WORLD AUTHORITY ON MARKETING & MEDIA.

Categorie

Customer connection, Branding, Leadership, Business & Management, Marketing & Sales

Type

Futurist | Trend forecaster, Expert | Thought leader, Visionair | Innovator

Inzetbaarheid

Keynote speaker

Talen

EN, NL

Afkomstig van

The Netherlands

Biografie

MATH MAN AT WORK – HIS BIO IN SHORT

In the space of 25 years, Igor Beuker was kicked out of professional football and went from a college dropout to a radical marketing visionary and modern-day serial entrepreneur. He has become one of the prominent speakers in the international business speaking circuit.

And he hasn't slowed down since. Today, Igor is an energetic professional communicator with a stunning track record as keynote speaker, award-winning marketing strategist for global brands like Nike, Amazon, L'Oréal and Unilever, new-breed trendwatcher for Fortune 500s, and serial entrepreneur with multiple exits.

Advertising may win quarters, innovation wins decades. It's been his claim for 25 years. Global business leaders and media have labeled him one of Europe's most inspiring, innovative and influential marketing speakers and entrepreneurs.

Igor Beuker is now a household name.

Like to know more about his past, present and future career? His personality and purpose?

IN THE SPOTLIGHTS

Igor is an energetic professional communicator with a proven track record as keynote speaker and host. He has inspired more than 4 million people from over 100 countries.

Countless television and radio shows, newspapers and business magazines have featured Igor's independent expert voice on emerging trends in marketing, media, and innovation.

After 1,000+ international talks for leading brands and events, he jumped from the podium to the television screen. He still speaks 150 times per year. Never the same talk twice.

At conferences and on Twitter, he is frequently a trending topic as Math Man in a world of Mad Men. [Audiences tweet](#) about his authentic, bold, charismatic and witty personality.

BEHIND THE SCENES

For most of his life, Igor has been a strategic growth entrepreneur who helps brands to coin trends, outperform industries, conquer markets and realize double-digit growth.

In 25 years' experience at C-level, Igor advised more than 100 brands, including as an award-winning marketing strategist for global brands like Nike, Amazon, L'Oréal and Unilever. As new-breed trendwatcher he drives trend-driven innovation programs for Fortune 500s.

His radical strategies as CMO (10 years) were backed by a multi-billion-dollar corporate track record. Next, as an entrepreneur, he founded three multi-million-dollar marketing firms from scratch, which leading global media network

WPP (NASDAQ: WPPGY) acquired for double digits.

As global Chief Strategy Officer for WPP, Igor's radical Math Man vision and bold forward-thinking transformed many established brands that required next-level change and reinvention. Besides being a guest teacher at leading universities, he delivers a series of game-changing marketing master classes and he is a board member at revolutionary retail, tech and media firms.

Igor co-founded IAB Netherlands in 1997 and he held the Chairman role for more than five years. He was also selected as jury member at the prestigious Cannes Lions and Webby Awards.