

Martijn Arets

Entrepreneur and Personal Branding Expert

"An acclaimed international platform expert"

Martijn Arets is an international expert and thinker in scalable peer to peer online platforms, such as Airbnb, Kickstarter and Uber, in the field of emergence and development of the collaborative economy: sharing economy, gig economy, crowdfunding and crowdsourcing.

TOPICS:

- How Platforms Can Contribute to a More Inclusive Society
- Platform-Economy in Perspective: What is Really Going On?
- How Institutions like Trade Unions Can Benefit from the Platform-Economy

LANGUAGES:

He presents in English.

PUBLICATIONS:

2012 Brand Expedition: A Journey Visiting Europe's Most Inspiring Brands

IN DETAIL:

Particularly young companies that have started as outsiders and by harnessing the unrealised potential of the internet and technology, become international players in their own right. In 2010, Martijn decided to leave his job as a marketing and communications manager and drive through Europe and interview the leaders behind 20 of the biggest European brands. Over five months, strong-minded Martijn took his Volkswagen T2 to the leaders of Adidas, Lego, Alessi, Manchester United and Skype to name a few. He then took these experiences to form the basis of his book *'Brand Expedition'* which is both Dutch and English. Martijn was named among the '40 European Young Potential Leaders Under 40' and was also named by Sprout as Best Entrepreneur of 2011.

WHAT HE OFFERS YOU:

Martijn shares with influential leaders and the experts behind some of today's biggest online platforms his unique perspective into how the business landscape is changing and how it will impact companies and organisations going into the future. He believes that over the next decade, most industries and sector will be affected by the implementation of p2p technologies.

HOW HE PRESENTS:

Focusing on finding the right balance of embracing the new, while acknowledging the old, Martjin's presentations are filled with useful actionable information aimed at helping organisations to thrive in Platforms.