



LUUK F. VAN HEERDE

COMPANY FOUNDER AND ENTREPRENEUR
VISIONARY BRANDING AND MARKETING EXPERT
CREATIVE WRITER AND STORYTELLER

57-1 Dong Sheng road, Beitou District
Taipei City 11247, Taiwan (R.O.C.)
11247 臺北市北投區東昇路57-1號
+886 (0)9 - 88 511 004 | luuk@lookright.tw

AT A GLANCE

I was born in Amsterdam, lived in New York and am now residing in Taiwan.

I am the founder and owner of Look Right, an international marketing and branding agency and Takeoff, a content marketing agency specialising in storytelling on social media. I have also created Taiwanese Design, a platform for the international promotion of Taiwan.

I have worked in marketing, branding and communication for over thirty years, across four continents. In my previous career as a screenwriter and producer, I have created over 200 hours of prime-time television, and still write to this day.

PERSONAL

Nationality: Netherlands

DOB: November 1962

Relationship: Divorced

Children: two (10 and 15 years)

LANGUAGES

Dutch: Native

English: Native

German: Advanced

MORE ABOUT ME

www.luukfrankvanheerde.com

www.lookright.tw (company)

www.takeoff.tw (company)

www.taiwanesedesign.com

2018 - present TAKE OFF

Taipei, Taiwan

2007 - present LOOK RIGHT

Taipei, Taiwan

2005 - 2007 FREELANCE

New York, USA

Taipei, Taiwan

2004 - 2005 GOEN TECHNOLOGIES

Whippany, NJ, USA

2004 - 2005 POPCOM BV

Leyden,
The Netherlands

1995 - present MISC.

Amsterdam,
The Netherlands
New York, USA

GLOBAL CAREER HIGHLIGHTS

Founder & CEO

Take Off is a boutique agency specialising in branding on social media, It offers one-stop, subscription-based, full-service packages for SME and creative entrepreneurs that include strategy, copywriting, graphic design and multimedia.

Founder & CEO

Look Right is an agency that offers creative communication solutions, branding, marketing, and consultancy for international clients in B2B, B2C, cultural & creative industries and hospitality.

Concept Developer & Creative Consultant

Concept/creative strategy developer and writer for TV commercials, radio commercials, print media, packaging, multimedia, and corporate presentations for clients in the USA, Europe and Taiwan.

Manager Creative Team

Concept creator for successful brands such as TrimSpa and Winfuel. Responsibilities included managing the creative department, conceptualizing and outlining strategies for print and web, as well as writing national TV/Radio ads.

Senior Copywriter / Concept Developer

Responsibilities at this boutique agency included leading and motivating the creative pitch team, conceptualizing and outlining strategies and writing print and web copy in English and Dutch.

Screenwriter, Producer, Executive Producer, Story Editor

I have created over 200 hours of prime time TV and cinema, including feature film, shorts, soaps, sitcoms, children TV and commercials in both Europe and the USA.



LUUK F. VAN HEERDE

COMPANY FOUNDER AND ENTREPRENEUR
VISIONARY BRANDING AND MARKETING EXPERT
CREATIVE WRITER AND STORYTELLER

57-1 Dong Sheng road, Beitou District
Taipei City 11247, Taiwan (R.O.C.)
11247 臺北市北投區東昇路57-1號
+886 (0)9 - 88 511 004 | luuk@lookright.tw

LEADERSHIP SKILLS

I have an engaging and straightforward leadership style, founded in my firm belief in openness, honesty and fairness. Every job should provide ample opportunity to learn from each other.

I am always able to direct my team members towards success with a strong vision and a strategic framework. I encourage employees to flourish creatively, while providing the necessary guidance and frameworks that allows them to achieve measurable results.

My enthusiasm is boundless and contagious. My focus is relentless; no one wanders away and gets lost on my watch.

MANAGEMENT STYLE

I excel at balancing long-term goals with tactical creative solutions for short-term challenges, making sure that the overall strategy is consistent and, above all, effective.

I am unafraid of challenges and will fight for any idea that will lead to significant, meaningful improvements.

EDUCATION

Maurits Binger Film Institute
Amsterdam, The Netherlands, 1998
Master of Arts (MA) in Screenwriting

Netherlands Film and TV Academy
Amsterdam, The Netherlands, 1991
Bachelor of Arts (BA) in Production and Screenwriting.

ENTREPRENEURIAL SPIRIT

I am a builder by nature. I am ambitious, versatile, agile and very motivated to achieve success. I build brands, companies and strategies that are inspired and creative, yet always commercially viable.

INDUSTRY-WIDE EXPERIENCE

I am a visionary industry expert with an extensive track record in all areas of creative and commercial communication, including marketing and branding. I have a solid technical knowledge of multimedia, graphic design, UX & product design and creative/commercial writing.

COMMERCIAL MINDSET

I have a thorough understanding of customer-centric, strategic thinking. I excel at brand building, creating and retaining customer loyalty and crafting commercial success by delivering value to both the customer and the company.

INTERNATIONAL LEADERSHIP

I use the extensive work experience that I have gathered in over three decades and across four continents in a variety of industries to effectively drive team efforts across cultural and geographical borders.

CREATIVE VISION

As a producer and screenwriter, I have created over 200 hours of prime-time television and film. I have written books on design and architecture. I know how to find a story, how to discover the right audience for it and how to successfully deliver that story – every time, all the time.

TEAM BUILDER

I am an inspiring and enthusiastic team builder and mentor. More than anything, I want my teams to succeed on every level. I not only encourage professional growth, but also build mutual trust by fostering creative development, as well as personal and spiritual growth.



LUUK F. VAN HEERDE

COMPANY FOUNDER AND ENTREPRENEUR
VISIONARY BRANDING AND MARKETING EXPERT
CREATIVE WRITER AND STORYTELLER

57-1 Dong Sheng road, Beitou District
Taipei City 11247, Taiwan (R.O.C.)
11247 臺北市北投區東昇路57-1號
+886 (0)9 - 88 511 004 | luuk@lookright.tw

SELECTED CLIENTS

AVIATION

145 Aviation
25 Repair Centre

HEAVY INDUSTRY

ALE
DB Schenker
Fred. Olsen
Giant
Leki Aviation
Mammoet

ENERGY

Eolfi
Green Flash
Ostendo

RETAIL

Bidcoro Africa
CMI Taiwan

FASHION

Betty & Ryan
Nanhi
Perng Yuh
Warren & Monette

LIFESTYLE

Trimspa
NV (Envy)
Canjune
iCool
iFlex
Qunol

ORGANIZATIONS

French Chamber
Taiwan
CCIF France
China Productivity
Center

Republic of Haiti
Rotary Taipei
Taiwan Textile
Federation

HOSPITALITY

Inhouse
Kilin Hotel Group
Mai Hotel
Marriott
Roman City
Resort
Urbanite

FINANCE

AS Associates
Axmarc
Blue Lake Shore

EDUCATION

Chinese Culture
University
Meisner Studio
National I-lan
University
NCKU
NSYU Kaohsiung
NTUST

MEDIA

22 Digital
Digbil
IdeaVillage
Midnight Media

DESIGN

IDEE 2012
LTW Design Works
M2T Design
Finding Cheska

2011 INTERNATIONAL DESIGN EXPO TAIPEI

2016 INTERNATIONAL GRAPHIC DESIGN AWARD TAIWAN

2013 FRENCH CHAMBER OF COMMERCE TAIWAN (CCIFT)

2011 TERRA DESIGN

2009 PAGE ONE

POSITIONS OF TRUST

International Curator

I was the international curator of the architecture and interior design expo. For my accompanying book *Influence and Confluence* I interviewed twenty leading designers from around the world and Taiwan.

Member of the International Jury

As one of the jury members judging over 2,500 international submissions, I was also asked to deliver the keynote speech and conduct a branding workshop for students.

Co-Chairperson SME committee

Our committee organized workshops for SME, organized networking events and presided over the annual SME award.

PUBLICATIONS

Influence and Confluence

A book (English and Chinese versions) with 20 interviews with leading architects and designers from around the world and Taiwan.

Taiwan Mod (with Marc Gerritsen)

The first-ever international book on Taiwanese interior design, with over 800 pages of photographs and interviews with Taiwan's leading designers. The second edition was sold out within 6 months.

ACHIEVEMENTS

MARKETING AND BRANDING

Look Right has served over +100 clients and delivered over 200 projects in 23 countries around the world, since 2007.

SCREENWRITING

I have written over 200 hours of screenplays, and have worked on over 25 film- and TV productions.