

## EXECUTIVE SUMMARY

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I am a company founder, director, and business leader with decades of global experience in branding, marketing and business development. I am an expert in creating business opportunities and in leading teams that turn brands, concepts and new ventures into profitable enterprises.

## RELEVANT WORK EXPERIENCE

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### Green Flash (Taiwan) - director

June 2021 - present

*Green Flash was established to introduce a completely new sustainable diesel fuel in Taiwan, a market where previously none existed. The first batch was officially imported and sold in May 2025.*

### TASKS AND RESPONSIBILITIES

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- Establishing a new company for the promotion, importation, sale and distribution of renewable diesel in Taiwan, a country where previously no renewable fuels were on the market.
- Conducting market research, defining company goals and strategies and execute them immediately to ensure a rapid first-to-market outcome and to establish the brand as an authoritative leader in renewable fuels in Taiwan.
- Securing international suppliers, local distribution and storage solution while negotiating with ministries, politicians, and government agencies to create a new regulatory environment where none existed before.
- Promoting renewable fuels as a viable ESG solution by educating and informing local and national politicians, regulators, business leaders and stakeholders.
- Creating value propositions by bundling fuel sales with PR, marketing and communication support for the customers to help them promote their ESG efforts and inform their global supply chain of their efforts.

### KEY ACHIEVEMENTS

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- Led the development of the brand from scratch, including core messaging, value proposition, tone of voice, visual brand ID, digital and printed collateral.
- Established a viable company in Taiwan, which including drafting the business plan, conducting market research and feasibility studies, creating budgets, and financial prognoses.
- Successfully lobbied the government to put renewable fuels on the national agenda, and to secure the necessary regulation for the importation and distribution of a new type of fuel in Taiwan.
- Developed pilot projects and carbon-insetting strategies for customers in the private sector and local governments to build successful showcases for renewable fuels.

**Look Right (USA/Taiwan) – Owner and Founder**

**2005 – present**

*Look Right is an international boutique agency specializing in creative communication, brand building, business development, marketing strategy and design. In the past twenty years, my team and I have built success stories for over 60 international clients in both B2B and B2C, creating brands, concepts and strategies for large and small enterprises in a wide variety of sectors and industries. See the website for a full client list and details.*

Hospitality: Marriott, Banyan, Grand Hyatt, Mandarin Oriental, Meridian, Ritz Carlton, Hilton, others

Retail/FMCG: Co-Ro, Smart/Mercedes, Canjune, Toshiba, Raider LED, others

Green energy and Renewables: ALE, Mammoet, Giant, Fred. Olsen, Ostendo, Eolfi, others

Aviation and MRO: 25Repair, Leki Aviation, The 145, others

Creative Industries: Meisner Studios, Page One Publishing, others

Government: Republic of Haiti, Taiwan Textile Federation, others

**Goen Technologies (USA) – Creative Team lead/Head Copywriter**

**2004 – 2005**

*Creative team leader and head copywriter for the New Jersey-based company that produced TrimSpa (Anne Nicole Smith's endorsed weight-loss supplements), as well as Winfuel vitamins (promoted by Dale Ehrhart Jr.).*

**TASKS AND RESPONSIBILITIES**

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- Managing the creative department and copywriters to conceptualize B2C strategies for print web and national TV and radio ads.
- Developing concepts, brands and positioning strategies for new products in the wellness and health segments.

**Endemol/others – Producer, screenwriter, story editor**

**1991 – 2004**

*Writer/story editor, adaptor and/or producer of over 100+ hours of TV and film, including 5 years as Senior Writer for GTST (Holland's #1 soap opera) and developer of the European version of Ugly Betty. Works include sitcoms, drama, BBC radio stories, comedies, documentaries, short films, feature films, children's programs and other media.*

**PUBLICATIONS**

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**Influence and Confluence – Terra Space Design, Taiwan**

**2011**

Published in conjunction with the 2011 International Design Expo in Taiwan, of which I was an international curator. Twenty interviews with the world's leading interior designers and architects including Shashi Caan, Marten Claesson, Ab Rogers and Kerry Hill. ISBN 978-986-876-53-1-3

**Taiwan Mod (with Marc Gerritsen) – Page One Publishing, Singapore****2009**

First international book on Taiwanese interior design, containing interviews with leading Taiwanese architects and designers. 645 pages, second edition, ISBN 978-981-245-868-1

**EDUCATION**

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**Maurits Binger Film Institute, Amsterdam, The Netherlands****1998**

Master of Arts (MA) in screenwriting from the international post-grad film school for screenwriters and producers in The Netherlands.

**Netherlands Film and TV Academy****1986–1991**

Bachelor of Arts (B.A.) in Film- and TV production, Minor in Screenwriting.

**MY AFFIRMATIONS**

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At the root of every success lies a great story, whether it is in cinema, advertising, or business. I am a true storyteller who genuinely believes there are no boring stories, only bad storytellers. I excel at bringing visions to life and executing strategies that captivate the target audiences and deliver success to my customers.

My creative powers come from my insatiable curiosity and an incurable optimism. My business successes are founded in my structured and pragmatic approach. I excel at communicating with others and always bring out the best in those who encounter me in the workplace.

I am a builder by nature. I create companies, brands, strategies, concepts and business models. My definition of success extends beyond big numbers, fame or business fortune. Sustainability and humanity are core principles that drives me to push for growth, meaning and change for all, not just profit for a few.

**PERSONAL**

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**NATIONALITY:** Netherlands (Taiwan permanent residency)

**LANGUAGES:** Fluent in English and Dutch, conversational German