

# LUUK FRANK VAN HEERDE

Company Founder and Entrepreneur  
Visionary Branding and Marketing Expert  
Storyteller for Businesses

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## Executive Summary

Company founder and director, entrepreneur and creative storyteller for business with decades of global experience in branding, marketing and business development. Inspired leader of teams that create brands that work. Expert in turning brands and ideas into profit centers. Solid experience in creating and executing 4 to 5-star hospitality concepts and projects.

## Me at a glance

### Experienced

- I am a visionary expert with an extensive 30+ year track record in all areas of business development and creative communications, including marketing, branding, multimedia, design and copywriting.

### Entrepreneurial

- I am the founder and owner of *Look Right*, an international communication consultancy company that delivers creative marketing and branding solutions to clients all over the world, and *Takeoff*, a content marketing agency. I am also a seasoned startup- supporter and educator for ambitious and curious young entrepreneurs.

### Team-oriented

- Nothing gives me more joy than empowering the talents of others and seeing them blossom. I am an inspiring and enthusiastic team mentor who encourages task ownership. I build trust by fostering creative development and promoting personal and spiritual growth.

### International

- I am a globally operating and multilingual professional with 35+ years of work experience, gathered on four continents, who can deliver seamless results across cultural and geographical borders with multidisciplinary teams.

### Creative

- I am a true communication expert who knows how to convince, pitch, explain, tell a story, captivate, enthuse and close the deal. As a TV producer and screenwriter, I created over 200+ hours of television, film, multimedia, documentary and radio. As a branding and business founder, I have crafted success stories for over 80 companies in a variety of industries, across the world.

### Versatile

- I am a businessperson, designer, curator, public speaker, writer, teacher, tech lover and artist. I easily navigate within the Adobe/Office suites and feel equally at ease with engineers, scientists, number crunchers, tech spec chasers and sensitive creative souls.

## My Affirmations

- I am a storyteller by nature. I have told my stories through film, TV, branding, marketing, corporate strategy, teaching and advertising. Like every good storyteller, I start by listening to what my audience really wants and needs. For me, it all begins there.
- I genuinely can get curious about almost any topic in mere seconds. I sincerely believe there are no boring stories – only bad storytellers. Curiosity first, and enthusiasm, perseverance and a willingness to work hard will do the rest.
- Every brand is a story that promises to deliver an experience to the customer. The customer will reward a good experience with loyalty. This is a delicate relationship that should never be compromised (or worse) taken for granted. You need to fight for your brand, and the promises it stands for. You need to tell the story of your brand every day, anywhere in the world, all the time.

## Business Skills

### True entrepreneurial grit

- I am a builder by nature. I have created companies, creative platforms, successful brands, B2B strategies and business models, but also designed architectural concepts, furniture and museum exhibitions. I know how to start things , but also how to keep them going. I push hard for the changes that are required for long-term growth, viability and sustainability and I never give up until I have success.

### Industry-wide experience

- I have worked on virtually every aspect of marketing, branding and commercial communication, from TOFU/MOFU/BOFU strategies to CSR/ESG, from motion graphics to B2B2C Channel architecture. I understand the creative pipeline, the journey from business plan to SME. I know how to write, pitch, persuade, sell, buy, code, design, teach, calculate and deliver.

### Commercial mindset

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

### Leadership

- I am straightforward and direct. My leadership style is founded in a firm belief in openness, honesty and fairness for all. Every job should provide ample opportunity for team members to learn and grow: careerwise, but also spiritually. I encourage task ownership, initiative and calculated risk-taking by creating a safe environment that provides strong guidance.

### Strategic thinking

- I excel at balancing long-term goals with tactical creative solutions for short-term challenges, always making sure that the overall strategy is consistent and, above all, effective. I combine my industrious nature with my limitless creative energy to come up with unique and resourceful solutions for even the most challenging business situations.

# Career Trajectory

## CEO and Founder

**Look Right Creative Communication | 2006 – PRESENT**

Founder and CEO of Look Right Creative Communication, an international agency specializing in storytelling, creative communication, brand building, business development and marketing, based in Taiwan. Over the past 15 years we have built success stories for over 60 international clients in B2B, B2C, the creative industries, hospitality, government and education, from enterprise icons like Marriott and Mammoet to best-in-class local SME in Asia, Africa, the USA and Europe. Please see Career Highlights below or visit [www.lookright.tw](http://www.lookright.tw) for a more comprehensive overview.

## CEO and Founder

**Take Off Content Marketing | 2020 – PRESENT**

Founder and creator of a Taiwanese content marketing agency specializing in offering subscription-based social media, marketing and branding packages for SMEs and entrepreneurs. For more information, please visit [www.takeoff.tw](http://www.takeoff.tw)

## Manager Creative Team

**Goen Technologies Corporation, Whippany, NJ USA | 2004 – 2005**

Creative team leader and head copywriter for the company that produced TrimSpa (Anne Nicole Smith's endorsed weight-loss supplements), as well as Winfuel vitamins (promoted by Dale Ehrhart Jr.). Responsibilities included managing the creative department, supervising copywriters, conceptualizing and outlining strategies for print and web, as well creating nationwide TV and radio advertisements.

## Account Manager/Creative Team Leader

**Popcom, Leyden, The Netherlands | 2002 - 2004**

Senior copywriter, content and concept developer for a faith-based advertising agency. Responsibilities includes meeting and persuading clients, leading and motivating the creative team, conceptualizing and outlining strategies and writing print and web copy in English and Dutch.

## Senior writer, head writer, story liner, screenwriter

**Endemol and other production companies, Hilversum/Amsterdam, The Netherlands | 1997 - 2005**

Writer of several popular TV series, including the undisputed number 1 daily drama series in the Netherlands *Goede Tijden, Slechte Tijden* (GTST). I also developed the European adaptation of Ugly Betty for the Dutch language market (NL/Belgium). In addition I wrote over 100 hours of sitcom, drama, BBC radio stories, documentaries, short films, feature films, children's programs and other media.

## Head of Production/Executive Producer

**AT5, Amsterdam, The Netherlands | 1996 - 1997**

Leading a team of 12 producers and over 50 reporters, newscasters, camera crew and staff, my challenging mission was to take The Netherlands' largest independent news TV station, (which served the greater Amsterdam area and was affiliated with the national state broadcast network), from a 12m annual loss to a minimum profit of at least 1 euro within 12 months. I achieved this by restructuring the organization, establishing clear goals, deliverables and limitations, as well as creating a separate facility rental company to commercially exploit our equipment, stock footage, studio spaces and broadcasting talent for additional revenue generation.

## **Executive Producer/Producer**

**Endemol and other production companies, Hilversum/Amsterdam, The Netherlands | 1991 - 1997**

Produced TV series for Endemol Entertainment and a number of other production companies in Europe, including sitcoms, full-length live entertainment shows, topical talk shows and documentaries. Responsibilities included budgeting, hiring & firing, casting, contract negotiations, production planning, liaison with production houses and supervision of the production crew.

## **Publications**

### **Taiwan Mod (with Marc Gerritsen)**

**Page One Publishing, Singapore | 2009**

Co-wrote and produced the first-ever international book on Taiwanese interior design, with interviews with leading designers. 645 pages, second edition, ISBN 978-981-245-868-1

### **Influence and Confluence**

**Terra Space Design Co. Ltd., Taiwan | 2011**

Accompanying book for 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 such as Shashi Caan, Marten Claesson, Ab Rogers and Kerry Hill. ISBN 978-986-876-53-1-3

## **Education**

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

- Master of Arts (MA) 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.

## **Selected client achievements Look Right**

### **Hospitality**

**Marriott, Four Seasons, Meridien, Grand Hyatt, Hilton, Mandarin Oriental, Banyan and other leading brands**

- Look Right has been selected by Marriott as one of the preferred branding agencies for their luxury soft brand hotels (Tribute Portfolio, Autograph Collection, and Luxury Collection). We completed two Tribute Portfolio hotel brands in the past three years.
- In close collaboration with architects and project developers, Look Right has created the brand concepts for over 14 major hospitality projects for Four Seasons, Meridien, Grand Hyatt, Hilton, Mandarin Oriental, Banyan and other leading brands.

### **B2B branding**

**Green Flash, Giant Heavylift, Raider LED lighting, Leki Aviation and others**

- Look Right specializes in what we call "Zero to Hero" projects: B2B SME (usually 10 to 100 employees) that are very successful in their local market, but who do not yet have a true brand, vision or international strategy.
- We provided a complete brand identity from scratch (including brand DNA, core values, mission statements and visual brand design), in tandem with business development consultancy, market research, the production of a full set of international marketing collateral and workshops/staff training.

## **Offshore Wind and Green Energy**

**Mammoet, Fred.Olsen, Eolfi, Ostendo, Green Flash**

- Local strategy consultancy, presentations and marketing materials (online, trade show, print, multimedia) in local languages (Chinese) for international companies coming to the APAC markets.
- Professional brand building, brand identity creation and collateral design in English for local APAC companies that enables them to engage successfully with large international enterprises who have high standards of professionalism.

## **Web Resources**

**Look Right ([www.lookright.tw](http://www.lookright.tw))**

Company website for my marketing & branding agency

**Luuk Frank van Heerde ([www.lfvh.com](http://www.lfvh.com))**

My personal website

**Take Off ([www.takeoff.tw](http://www.takeoff.tw))**

Company website for my content management agency

**Taiwanese Design ([www.taiwanese-design.com](http://www.taiwanese-design.com))**

Platform for the promotion of Taiwanese design

**The Sideways Hourglass ([www.thesidewayshourglass.com](http://www.thesidewayshourglass.com))**

My screenwriting workshop website