LUUK FRANK VAN HEERDE

+886 988 511 004 | luuk@lookright.tw

EXECUTIVE SUMMARY

Founder, business development and market expansion executive with expertise in sustainability commercialization, ESG strategy, strategic partnerships, and cross-border operations.

Proven track record leading go-to-market initiatives, regulatory engagement, stakeholder communications, and brand positioning across Asia, Europe, and the US.

Entrepreneurial leader skilled in building organizations, developing new revenue opportunities, and executing growth strategies in emerging markets.

RELEVANT WORK EXPERIENCE

GREEN FLASH (TAIWAN) – DIRECTOR JUNE 2022 – PRESENT

Green Flash introduced 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.

STRATEGIC RESPONSIBILITIES

- Establishing a new company for the promotion, importation, sale and distribution of HVO renewable diesel in Taiwan, a country where HVO was completely unknown.
- Conducting market research to create a viable strategy ensure a rapid first-to-market outcome and to establish the brand as an authoritative leader in renewable fuels in Taiwan in the shortest possible time.
- Built Taiwan's first renewable diesel import and distribution ecosystem through negotiations with international suppliers, logistics partners, and government regulators.
- 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.
- Establishing and creating financial models and operational budgets to calculate price points.

KEY ACHIEVEMENTS

- Led the development of the brand from scratch, including core messaging, value proposition, tone of voice, visual brand ID, digital and printed collateral in less than one year.
- Established a viable company in Taiwan, which included drafting the business plan, conducting market research and feasibility studies, creating budgets, and financial prognoses.
- Successfully lobbied the government (MOEA, NDC, MOENV, EY, MOTC) through white papers and negotiations to put renewable fuels on the national agenda, and to secure the necessary regulation for the importation and distribution of HVO in Taiwan.
- Identified 500+ leads across 14 sectors and reached all of them with sector-specific value propositions and customized marketing collateral.

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- Developed carbon-insetting strategies that allows customers to deploy HVO as a more effective carbon offsetting/ESG tool than electrification.
- Successfully imported 46 tons of HVO to support five pilot projects involving major enterprises and local governments.

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, we built success stories for over 57 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.

SELECTED CLIENTS

- Hospitality: Marriott, Banyan, Grand Hyatt, Mandarin Oriental, Meridian, Ritz Carlton, Hilton
- Retail/FMCG: Co-Ro, Smart/Mercedes, Canjune, Toshiba, Raider LED
- Green energy/Renewables: ALE, Mammoet, Giant, Fred. Olsen, Ostendo, Eolfi
- Aviation and MRO: 25Repair, Leki Aviation, The 145
- Creative Industries: Meisner Studios, Page One Publishing, TaiPedl
- Government: Republic of Haiti, Taiwan Textile Federation, Netherlands Office Taipei

GOEN TECHNOLOGIES (USA) – CREATIVE TEAM LEAD/HEAD COPYWRITER 2004 – 2005

Creative team leader and head copywriter for the New Jersy-based company that produced market-leading celebrity endorsed weight-loss supplements and vitamins. Responsible for media output across all media, including national TV and radio (USA).

TASKS AND RESPONSIBILITIES

- 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 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.

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PUBLICATIONS

INFLUENCE AND CONFLUENCE - TERRA SPACE DESIGN, TAIWAN | 2011

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

MB FILM INSTITUTE, AMSTERDAM, THE NETHERLANDS 1998

Master of Arts (MA) in screenwriting from the international post-graduate 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.

CORE COMPETENCIES

- Market Expansion
- Sustainability Commercialization
- ESG Strategy
- Business Development
- Regulatory Affairs
- Government Relations
- Strategic Partnerships
- Brand Positioning
- Go-to-Market Strategy
- Cross-Border Operations
- Stakeholder Engagement
- Commercial Strategy

OTHER

Nationality:	Netherlands (Taiwan permanent residency APRC)
Languages:	Fluent in English and Dutch, conversational German
LinkedIn:	https://www.linkedin.com/in/luukvanheerde
Websites:	Look Right (www.lookright.tw) – founder Take Off (www.takeoff.tw) - founder Taiwanese Design (www.taiwanesedesign.com) – founder LFvH (www.lfvh.com) – personal website