

Ronald van der Aart

managing consultant at RepMen

Amsterdam, , NL

Experienced keynote speaker, moderator & trainer on social media, online reputation management, social customer service

Biography

Founder and managing consultant Ronald van der Aart of digital PR agency RepMen worked successively at PR consultancy Van Rossum & Partners, the Dutch Ski Association, A.F.C. Ajax stadium Amsterdam ArenA, sponsorship consultancy GLP and from 1999 at cable company UPC Netherlands. Working over a decade at UPC he fulfilled several roles as Manager Media Relations, Manager Public Relations and Director Corporate Communications. In 2006 he was one of the founders of the UPC Webcare Team, the first social customer service team in the Netherlands, for which he received the Corporate Social Networking Award in 2009. In 2007 he won a Sponsor Ring for the innovative cooperation between the cable company and local cultural organization Amsterdam Uitburo. In July 2009 he left UPC to establish boutique PR agency RepMen focussing on digital PR. Later that year, he was responsible for the public relations of the first edition of TEDx Amsterdam. Since 2010 he is the programmer of the annual Social Media Conference in Amsterdam. Ronald lives near Amsterdam in Blaricum, has two children and loves running, sailing and skiing. In May 2013 his first management book is published: #FAIL, how to deal with online criticism. RepMen P.O. Box 63 NL-1260 AB BLARICUM The Netherlands T +31 35 888 68 89 M +31 6 43 10 31 20 E ronald@repmen.com W repmen.com

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

Industry Expertise

Advertising/Marketing, Social Media, Public Relations and Communications

Areas of Expertise

Social Media, Online Reputation Management, Social Customer Service

Affiliations

IAB Netherlands

Education

The Hague University of Applied Sciences
Bachelor General Management

Testimonials

Melissa Raczak

Ronald presented at one of our client events which focused on online reputation. Ronald has strong communications skills, he presents well because he is motivational and can clearly bring his ideas and experience to the audience. He is able to engage the audience easily.

Paul Stamsnijder

Ronald is a passionate specialist in the field of on-line media, always with a practical 'how to' angle. As a former PR-man, he is always willing to build bridges between on-line and off-line media, and between analysis and tools in reputation management: by offering the tools, he is able to create insights in almost an American way. We asked him to contribute to a congress in the fall of 2008 on corporate positioning and reputation management, and - looking at the way he was judged by participants - he was one of the best contributors. Above that, Ronald is a nice guy to work with and he has great stories about his PR adventures. I can really recommend him!

Peter Kerkhof

I invited Ronald for a guest lecture in the Marketing Communications course that I teach at VU University Amsterdam for undergraduate students in Communication. Ronald had prepared a very entertaining and highly informative lecture on different facets of online reputation management. He lived up to my (and the students?) high expectations: we all very much enjoyed the lecture, the students were inspired to ask many questions and post many enthusiastic tweets about Ronald's insights on online reputation management. I have already asked Ronald to come back this year.

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