



**IAB**

International  
Advisory  
Board

## MR. LEENDERT BIKKER

CHAIRMAN OF THE ECONOMIC DEVELOPMENT BOARD ROTTERDAM



### PERSONAL HISTORY

Mr. Leendert Bikker was born in Schiedam, the Netherlands, on 5 February 1963. He graduated with a degree in journalism (writing his thesis on the relationship between the government and the private sector) and later completed executive education programmes at Erasmus University's Rotterdam School of Management and Harvard Business School in the U.S.

Mr. Bikker founded BIKKER Communicatie Groep bv., which he managed for ten years prior to selling his business in late 1999 to Euro RSCG Worldwide in New York and joining that company's Board of Directors. On 1 January 2004, he started a platform for innovation, imagination and acceleration under the name of Bransonguevara.

He currently holds board positions at Erasmus University, Stichting Ronald McDonaldhuis Sophia, and stichting CHIO (Concours Hippique International Officiel), as well as serving on the board of trustees of VU University Amsterdam, VU Medical Centre and Windesheim University of Applied Sciences.