

Information on Jan Willem Brüggewirth

Jan Willem Brüggewirth (46) is the Managing Director of the most popular radio station in the Netherlands: Radio 538. Before this he was for three years the CEO of Saatchi & Saatchi. Last year, Radio 538 received the Marconi Award for the best radio station and Jan Willem Brüggewirth received the Marconi Award for the best radio director

Brief CV

11 months retail advertising at the former advertising agency Hansnel

11 months at advertising agency McCann Erickson

7.5 years at Ogilvy & Mather Amsterdam and London for prestige client Unilever

2 years at Publicis (deputy director)

2 years at direct marketing and active marketing agency Peter Strating

in 1996 partner in own direct marketing firm Brüggewirth, Maas & Boswinkel which was sold after five years to Publicis. Three years on behalf of this organisation as CEO of the acquired advertising agency Saatchi & Saatchi Nederland.

Since 05/01/04 Managing Director of Radio 538

