



Frans van der Avert
CEO Amsterdam Marketing

Frans van der Avert is CEO of Amsterdam Marketing in Amsterdam, NL. He received his degree from Reinwardt Academy of Museum Management in 1984, going on to specialise in cultural marketing. From 1991 to 2002, he worked at Amsterdam's celebrated Rijksmuseum in public relations.

In 2002, Van der Avert was named Director of Communication, Education and Marketing for exhibition centres De Nieuwe Kerk and Hermitage Amsterdam. There he was responsible for marketing the launch of the new Hermitage Museum, which opened in June 2009. For his success, he was awarded the title of Communication Person of the Year by the Dutch Association of Communication Professionals.

Since 2011, Van der Avert has been the Chief Marketing Officer at Amsterdam Partners of the Amsterdam Metropolitan Area. In this function, he was responsible for merging three marketing organisations into one new city marketing organisation, Amsterdam Marketing. In January 2013, he was appointed CEO of Amsterdam Marketing.

Van der Avert resides in Amsterdam since 1984, and serves as a member to several different boards and advisory committees of the Dutch Museum Association and various companies.