

# Ron van der Sterren

Hamelakkerlaan 35  
6703 EH Wageningen  
M 06-48719562  
ron@stunst.com  
stunst.com

## profile

You are what you do. I've been working in the cultural and non-profit area as well as in the educational environment, always connected to innovative media usage with the goal to reach a targeted audience in a better way. With 20 years of experience in developing and producing (journalistic) media concepts, I transform traditional media usage into innovative and personal experiences. Probably diagnosed with ADHD if born a little later, now just known as that energetic guy who is able to always see the opportunity in every challenge and get others behind him to take the chance to change and make a difference.

## work experience

### popupop, Wageningen — Januari 2020 | present

initiator,

As a music lover I really love to go to concerts. Unfortunately the city of Wageningen doesn't have a pop venue, and it doesn't have the resources to set one up. Yet. That's why I started the popupop initiative: a pop venue that organizes concerts in existing locations, indoor as well as outside. Goal: learn to know the audience of the city, build up our own audience and grow towards the moment that our own centre for pop culture is viable. After many conversations with all relevant players, lobbying and working on a plan for the past 1,5 year, I realized funding for 4 years from the municipality and started to organize concerts since January 2020.

### Shared\_studios, Wageningen — September 2019 | present

curator

The international network of Shared\_Studios is a wonderful initiative to connect people around the globe to create meaningful connections. It does so by framing a well known technology (video calling) in a physical setting that creates the feeling of a shared room for all participants. I am proud to be the curator in the Netherlands, responsible for programming the portal, bringing organizations and people together, setting up and hosting the connections and report on the results.

### STUNST, Amsterdam — February 2009 | present

strategic advisor,  
speaker, journalist,

STUNST is my personal outlet. I produce and advise on (journalistic & cultural) media concepts and productions of all sorts and forms and collaborate and participate in projects that cross the line between arts, media and science.

### Videodock, Amsterdam — November 2012 | February 2018

creative director,  
executive producer,  
product owner

At one of the Dutch front runners in online video concepts I was privileged to work as a creative director, executive producer and product owner on advanced video projects for clients such as the Dutch Government (live debate app [Debat Direct](#) with realtime contextual information), the Royal Concertgebouw Orchestra Amsterdam (iPad video magazine RCO Editions) and

partners such as Delft University, Universitat Pompeu Fabre and the Austrian Research Institute for Artificial Intelligence (concert experience [PHENICX](#)).

[Reliv.in, amsterdam](#) — October 2010 | March 2013

CEO

Founder of reliv.in, the social video platform that made automated event filming possible. With this self-funded startup I tried to make a commercially viable platform around the Film It Yourself concept I previously developed at VPRO. In short, it meant I was doing everything from coordinating the development, trying to get funding as well as trying to get traction for the platform.

[Fontys University of applied sciences, Tilburg | Den Bosch](#) — July 2010 | August 2011

course advisor,

Responsible for the #nero project, a collaboration between the university and a big Dutch publisher to find innovative ways of doing journalism in a changing media environment.

[Popsport, Utrecht | Roermond](#) — July 2009 | November 2010

managing director

Responsible for the general policy, daily management and regional expansion of this nonprofit organization that produces a 4-month long educational music project for kids of age 12|18 with a wish to become a music professional.

[VPRO 3VOOR12, Hilversum](#) — January 2001 | September 2010

project leader,  
community manager,  
program maker,  
journalist

3VOOR12 is the pop music portal in the Netherlands (think Pitchfork), part of Dutch public broadcaster VPRO. I've been hosting radio and tv-shows, made short documentaries about the music industry and musicians, managed our voluntary journalism community platform active in 16 cities in the Netherlands and wrote many stories about pop music and related issues.

In my last years at VPRO I worked on a personal project called Film It Yourself. This concept takes videos from mobile phones filmed at the same location and combines them into a frame sync multi-cam registration of that moment. I came up with the idea as well as the technological solution for the sync problem that seemed unresolvable at this period in time. After succeeding managed the connecting platform that produced about 200 concert registrations for VPRO together with hundreds of volunteers.

[IDG communications, Haarlem](#) — November 1999 | June 2000

html-coördinator Managing web development for all Dutch IDG sites.

[Rhodes University, Makhanda \(formerly Grahamstown\), South Africa](#) — July 1999 | October 1999

course manager

Starting up the New Media Programme, a specialization for journalism students, based on the Global Electronic Journalism program of the Stockholm University.

[Het Parool, Amsterdam](#) — February 1998 | June 1999

web editor

Starting up first website of Amsterdam based daily newspaper.

## education

[Fontys University of applied sciences](#) — September 1994 | November 1998

B.A. Journalism

[Stockholms universitetet](#) — January 1997 | July 1997

B.A. Global Electronic Journalism

[University of Amsterdam](#) — September 1992 | January 1994

F.C. Musicology

## publications

C.C.S.Liem, R. van der Sterren, M. Tilburg, etal (2013) Innovating the Classical Music Experience in the PHENICX Project: Use Cases and Initial User Feedback, *International Workshop on Interactive Content Consumption (WSICC)*

M. Melenhorst, R. van der Sterren, A. Arzt, A. Martorell, C.C.S. Liem (2015) A Tablet App to Enrich the Live and Post-Live Experience of Classical Concerts, *International Workshop on Interactive Content Consumption (WSICC)*

## skills & expertise

general Concept Development | Creative Strategy | Product Management | Communication advise | Project Management | Public Speaker | Content Management | Host | Climbing | horseback riding

media New Media | Copywriting | Journalism | Storytelling | Broadcast | Video Production | Media Production | Promotional campaigning

language Dutch | English | (German)

## other commitments

[Praten met je Handen](#) — November 2012 | present

Board member NGO promoting sign language for kids.

[Wageningen Live](#) — January 2018 | December 2019

Board member NGO promoting & stimulating initiatives to promote live music & cultural events in the city of Wageningen.

[Scouts group Die Wiltgraeff Wageningen](#) — January 2018 | present

Explorers | Rowans Scouts leader

## prices

[Personally | Film It Yourself](#)

Zilveren Spin Award 2011; best mobile concept

Zilveren Spin Award 2011; most innovative concept

TNW Startup Award 2011

NPOX Award 2009

[Team 3VOOR12 | VPRO](#)

Gouden Pixel 2004

Prix Europa 2004

Zilveren Pritchett 2003

Pop Pers Prijs 2002