

## CV

Kees Ruyter (1955) has been working as an independent communications consultant since 1995. He has extensive experience in developing communication concepts. His approach is a one key message as the basis for communication for public relations as well as other expressions. His broad experience ranges from cultural assignments to targeted consumer communications.

**1980-1986** designer for Total Design Amsterdam

**1986-1995** owner of design agency, 'Kees Ruyter Ontwerpers

**1989-1995** part-time teacher for the Rietveld Academy graphic design departmen

**1995-now** independent communications consultant

### Clients are, among others:

Amsterdam Fund for the Arts

Atos Origin

Benetton

Centraal Museum Utrecht

COC, Safe Service foundation

Daimler Chrysler

dick bruna huis

Droog

Gay Games Amsterdam 1998 foundation

Kennedy Van der Laan

Viataal

Women on Waves

Rotterdam Housing Corporation