

# Remco Vroom

Advertising  
Vondelstraat 154  
1054 GT  
Netherlands

View the full portfolio at [http://www.thecreativefinder.com/remcovroom\\_augmentedreality](http://www.thecreativefinder.com/remcovroom_augmentedreality)

## Professional Experience and Curriculum Vitae

Remco Vroom (born 23 September, 1973) is co-founder and CEO of TAB Worldmedia. Vroom also previously served as a commercial and strategic director at advertising agencies Euro RSCG, Grey Worldwide, TBWA\ and Young & Rubicam. Vroom lead several brands to commercial success and he received numerous awards for his work.

In the year 2010 Vroom decided to take commercial communication to the next level with mobile augmented reality and he founded TAB Worldmedia together with his business partner Johannes la Poutré. His new found company is the first full service mobile innovation agency specialized in augmented reality content development. TAB Worldmedia helps international brands get insight and knowledge in how to use this powerful personal marketing tool. TAB Worldmedia has contracted a long list of premium brands and is now one of the leading companies for mobile augmented reality content productions in the World.

Jury : SAN Accent (2010, 2011, 2012)

Speaker : Public Speaker on Mobile Augmented Reality

Sponsor : Mobile World Congress 2012 - EFFIE Awards - NIMA Marketing excellence awards - TEDx Portraits.

Columnist: Dutch Media News, Mobilemarketing.nl

## Specialties

Mobile marketing applications powered with augmented reality.

## Previous Clientele

Some key brands Vroom worked for over the past years:

Actimel, Aquarius, Bart Smit, Binck Bank, Budgetair.com, Danone, Holland Casino, ING Bank, Klene, KLM, LU, Lycos, Mars, Marktplaats, Pedigree, P&G, Pringles, Twix, Unilever, Vliegwinkel.nl.

International client portfolio:

- Arcadis
- Centraal Beheer - Achmea
- Companyspot
- Efteling (Amusement park)
- EFFIE Awards
- GSMA Mobile World Congress
- Heineken Music Hall (Concert hall)
- Hornbach
- HTC Netherlands
- ID&T (Dance Events)
- Intersport Megastores
- MIMAQ Mobile airquality sensors
- Mobypicture
- National Geographic (Global)
- NIMA (Dutch Marketing Association)
- Rabobank
- Stedelijk Museum Amsterdam - ARTS
- TEDx Portraits

Unibail Rodamco (retail)

- Walt Disney Company

- Worksnip LIK

135 Loyd Road Singapore 239098 (co. reg. 201004398N)  
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Please kindly get in touch for portfolio works.

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