

## Albert Jan (AJ) Huisman

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Albert Jan is the founder of *Y Content* a strategic marketing consultancy company primarily focused on professional services firms and B2B companies. Here he acts as consultant, coach and trainer of CMO's and their teams to move their marketing game up to the next level. AJ is a seasoned veteran as it comes to steering organizations through change regarding their marketing challenges. After 20 years in the (international) trenches he started his own consultancy on 1 March 2016.



His last job before starting Y Content was as the **Director Marketing & Business Development** of innovative Dutch Law Firm **Kennedy Van der Laan** and a member of the Management Team of the firm. At Kennedy he was responsible for heading up the M&BD team (6 fte) and taking the lead in all (cross practice) Marketing, Communication, Account Management & Business Development efforts of the firm. Focusing on content, added value and client perspective.

Before joining Kennedy Van der Laan AJ was **Marketing Director Continental Europe** of (Willis) **Towers Watson**, a leading global professional services company. He headed up the Marketing team in The Netherlands (8fte) and was part of the EMEA Marketing Leadership Team in London, leading the central team in the UK (42 fte) and the teams in Continental Europe (18fte excl. NL).

Prior to Towers Watson he was the Head of Marketing The Netherlands at Watson Wyatt Worldwide and Marketing Manager of accountancy firm HLB Nederland (now BDO).

Albert Jan has been working in Professional Services Firms for almost 20 years now, he holds a Masters degree in Marketing and Communication and is a regular speaker on the subject of Content Marketing. He was the first foreign and only Dutch speaker at the first **Content Marketing World Conference** in Cleveland, Ohio back in 2011 and has been a regular speaker ever since and as well as a member of the jury of the prestigious Content Marketing Awards.

Since 2011 he has also spoken at B2B Marketing Forum (Boston), FusionMex (Antwerp), Content Marketing Berlin and Content Marketing Copenhagen plus several Dutch events like NIMA The Case and Emerce eDay.

He is also the co-founder of [Content Marketing >> Fast Forward](#). A platform for marketers, communication professionals and entrepreneurs for getting their content marketing knowledge up to speed in an interactive, insightful and fun way.

In his spare time he likes he to improve his photography and video skills, he is fluent in Dutch, English and German and last not but not least he lives in an old bakery (1732) in the beautiful village of De Rijp with his girlfriend and their four children.

Follow AJ on Twitter at: [@AJHuisman](#)

### Reading material - more on AJ's [Linkedin Profile](#)

- [How can professional service firms grow using Content Marketing?](#) (UK, 2015)
- [Interview mit Top-Speakern der Content Marketing-Branche AJ Huisman](#) (D, 2015)
- [\[In gesprek met\] Albert Jan Huisman](#) (Marketingtribune, 2015)

### Video's

- Interview AJ Huisman at [Emerce eDay](#) (Dutch)
- Interview AJ Huisman at [Content Marketing Copenhagen](#) (English)

*“AJ has a keen understanding of the content marketing process and was able to present a fantastic case study at our big event, Content Marketing World, about the practice and challenges around content marketing. AJ knows his stuff and am looking forward to working with him more in the future”.*

*Joe Pulizzi (Founder of the Content Marketing Institute)*