

PETER VAN DER STEEGE

BRANDING, DESIGN AND MARKETING EXPERT



GENERAL INFO

Born

Zeist, 12 March 1961

Mobile

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Website

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Fields of expertise

Brand Identity, Photography, Design, Marketing and Personal Branding

Core values

Be Innovative, Be Bold and get Focus

Personal mission

Helping you to become the brand you deserve to be.



SHORT BIO

Peter van der Steege is a Dutch branding and marketing specialist with over twenty five years of experience in the fitness and health sector. He has a European client portfolio and his work is regularly featured in fitness related publications. He is owner of the branding and design company [Fitbrand](#) and co-owner of the fast growing publishing company for fitness professionals [BlackboxPublishers](#). Peter is author of the Dutch book "Build your Brand" and provides In-Company workshops, keynotes and lectures.

EDUCATION

ArtEZ Institute of the Arts Enschede

Bachelor of Arts (B.A.) - Photography Grade Cum Laude

1986 – 1988

Amsterdam University of Applied Sciences

First-degree teaching qualification

1999 - 2000

EXPERIENCE

Branding & Design

Body Bike International, Activio, EuropeActive, LXR Training, HDD GROUP, XCO Sports Company, Planet Fitness International, PLTS, Les Mills, Clean Meals, Start2Move, HealthCity International, Basic-Fit, T/J Boxing, 3SIXTY5 Personal Training, LAPT International, Achmea health Centers, DISQ Mobile Gym and Active Sports Premium

Photography

Body Bike International, Rabobank Nederland, T/J Boxing, VARA, PLTS, Reebok, Nike, Fitness First, Basic-Fit, 3SIXTY5 Personal Training and LAPT International

KEYNOTES / WORKSHOPS

- 2017 - **5 Powertips to succeed with your Personal Brand**, FIBO European Convention, Cologne
- 2016 - **ZZB Zwemscholen breakfast keynote on Personal Branding**, De Fabrique, Utrecht
- 2016 - **Power Speech on Branding VES**, Snowworld, Zoetermeer
- 2016 - **Personal Branding Keynote**, Start2Move, Zwolle
- 2015 - **Kick off Personal Branding for students**, Hanze University, Groningen
- 2015 - **Workshop Build your Brand**, BlackBoxFitness, Vught
- 2014 - **Online Marketing strategy in 10 steps**, HDD Group, Waalwijk
- 2014 - **Online Personal Branding - 7 branding tips for personal trainers**, LAPT megakwartaal, Veldhoven
- 2012 - **HDD Group Connected Strategy**, HDD Group, Waalwijk
- 2011 - **Personal Branding for Personal Trainers**, LAPT Mega Quarterly , Veldhoven
- 2011 - **HDD Group engages Social Media**, HDD Group, Waalwijk
- 2009 - **Insights for a better Marketing Positioning for your Fitnessclub**, Les Mills Mega Quarterly, Veldhoven
- 2009 - **Personal Branding for Students - #Thisisme**, Hanze University, Groningen
- 2008 - **The Brand Gap, Building up a Branding Strategy**, Achmea Health Centers, Apeldoorn