

## Mathijs Vleeming bio

### Short:

Mathijs is on a mission to unleash the full power of communities with a purpose.

With 20 years of experience at the “heart of professional community building” in the international association meetings industry at [ICCA](#) (the International Congress and Convention Association), Mathijs joined [Open Social](#), an [open-SaaS](#) community platform specialized in mission-driven communities, early 2021 as an “Online Community Evangelist” and Strategy Consultant.

In his evangelist role at Open Social, he is passionately preaching the gospel about the major opportunity for associations and other community-led and purpose-driven organizations and brands to increase their impact by empowering their members to share year-round.

As a Strategy Consultant he provides consultancy services to Open Social clients to help them create their online community strategy.

### Long:

Mathijs is on a mission to unleash the full power of communities with a purpose.

With 20 years of experience at the “heart of professional community building” in the international association meetings industry, Mathijs believes there is a major opportunity for associations and other community-led and purpose-driven organizations and brands to increase their impact by empowering their members to share year-round.

Mathijs studied Communications Science and has a long career in the international meetings industry. At [ICCA](#) (the International Congress and Convention Association) he led various projects leading up to a Director Marketing role: He designed ICCA’s PR- and Social Media Strategy and built its active online community from scratch, centralized global marketing activities, promoted all ICCA events, managed Online Product Development Projects and the implementation of a CRM system.



Always believing in the potential of online communities for associations, Mathijs is on a mission to unleash the full power of communities with a purpose using owned online community, while also growing in the Community Strategist role for other types of mission-driven communities. In February 2021 he partnered up with [Open Social](#) on this mission.

*“Online communities are a must for associations to stay relevant, respond to environmental pressures and expectations of new generations, and increase their impact!” - Mathijs Vleeming*

Open Social is #MadeToShare: It is an [open-SaaS](#) community platform by the community, for the community. Open Social is specialized in mission-driven communities and serves some of the biggest NGOs and IGOs as clients, including Greenpeace and the United Nations, and has won several international awards.

Mathijs provides Community Strategy Consultancy services for Open Social and spreads the gospel on the added value of online community in his “Online Community Evangelist” role. Activities include speaking during sessions at [GIAF](#), [The Meetings Show](#), [FLEXPO](#), [BestCities Community Cafe](#), Community Thrive by [Community by Association](#), [ICCA Congress and Association Expert Seminar](#) and [IMEX](#). Mathijs is [AMI](#) Expert Contributor on online communities and has [written articles](#) published by ASAE, CIM Magazine, MeetingsNet, [VM Magazine by De Nederlandse Associatie](#), and more.

Outside work, Mathijs combines family life with Rock ‘n Roll life, being a proud family man with 2 kids while also playing guitar in 2 semi-professional bands.

**LinkedIn Profile:** <http://mathijs.vleeming.info/>

#### **Links to headshots:**

- [Mathijs Vleeming Big smile - HighRes.jpeg](#)
- [Mathijs Vleeming Big smile - LowerRes.jpg](#)
- [Mathijs Vleeming Smile - HighRes.jpeg](#)
- [Mathijs Vleeming Smile - LowerRes.jpg](#)
- [Mathijs Vleeming Serious - HighRes.jpeg](#)
- [Mathijs Vleeming Serious - LowerRes.jpg](#)