

## Biography Rijn Vogelaar

Rijn Vogelaar is CEO (Chief Enthusiasm Officer) of the Superpromoter Academy & author of different books on the dynamics of enthusiasm. In 2010 "The Superpromoter" was published. Superpromoters are customers who are enthusiastic, share their enthusiasm and influence others. With their word-of mouth advocacy of products or brands, superpromoters convince others to buy the products too. With over 15.000 copies of the book books sold, the Superpromoter has been a success internationally and has now been published in 3 languages (English, German and Dutch). Multinationals like Microsoft, Heineken and Philips ([see example](#)) are working with the Superpromoter concept. Rijn is now an international speaker and works with a network of companies to implement the ideas. He also organizes a two day course: the Superpromoter Academy (SPA) both Internationally (India, UK, Germany, Denmark) and Inhouse for different companies.

Rijn Vogelaar was born in the Netherlands. He studied social psychology and psychological Methodology at the University of Amsterdam and Leeds University (UK). Rijn Vogelaar was the CEO of Blauw Research until 2013, a market research agency with 120 employees in the Netherlands, England and Germany. [www.blauw.com](http://www.blauw.com) Because of the international success of his book he decided to quit as CEO of Blauw to focus on the promotion and implementation of the Superpromoter ideas and writing a new book on the dynamics of enthusiasm in organizations: The Enthusiasm Trilogy; Flame, Flow, Flood.

Here some extra information and a quote that you might find useful:

Rijn is an entrepreneur, speaker and bestselling author spreading the virus of enthusiasm! He is the founder of the Superpromoter Academy, a movement that takes enthusiasm as its guideline in order to change people, organizations and society in a positive way.

"I sincerely believe that steering a course towards enthusiasm has a positive impact on the way we treat each other. If we understand these dynamics, it has considerable consequences for the way we arrange and run organisations. Work becomes more enjoyable, gives deeper satisfaction and has greater value for the surroundings. Companies that operate on enthusiasm not only become more successful, but also more client-oriented and they start behaving in a more socially responsible manner. Mistrust in companies and the government disappears because there is quite simply no reason for it any more. Accordingly, I believe the world becomes a better place if we take enthusiasm as our guiding principle."