

# CEO MINI Netherlands joins JWT Amsterdam

Marcel Buining leaving BMW Group Netherlands to become ad agency  
Deputy Managing Director



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**Summary** **Effective 1 September 2014: Marcel Buining appointed as Deputy Managing Director heading the DO department at JWT Amsterdam. Buining will work closely with ECD/Creative Partner Bas Korsten, who heads up THINK, and MAKE director David Navarro. In his new role, Buining will be in charge of Clients & Organisation, as part of a team that also includes Managing Partner Ralph Wisbrun and Finance & Operations (CFO/CCO) Partner Anita Lotten.**

**Details** In appointing Buining as Deputy Managing Director, JWT Amsterdam will gain far more than his formidable knowledge of advertising and marketing alone. Above all, it is his in-depth understanding of client processes and experience, along with the full spectrum of disciplines required to successfully market a product or brand that will prove to be invaluable to the agency's clients.

Buining joined BMW Group Netherlands as MINI Brand Manager in 1999 and later held the position of BMW Brand Manager. He became Marketing Director at the company in 2004. From 2010 to 2013, he served as Managing Director of BMW Group Finland, before returning to the Netherlands last year to assume the role of CEO MINI.

**Quotes** *“ I look back with great pleasure on my time at BMW Group, where I both started and ended working for the MINI brand. I leave behind a professional, highly driven organisation where people have always made the difference. Although I will miss being part of that environment, I feel it's time for me to embark on a fresh new challenge. I sense the same boundless ambition and drive in JWT Amsterdam's team and intend to use my background and experience to help the agency achieve those ambitions.*

— Marcel Buining

*“ We're very excited to be welcoming a major talent like Marcel to our team. With his drive, business sense and teambuilding skills, he's the right man to manage our DO department. In addition, with Marcel on our team we'll be even better positioned to meet the growing demand of JWT Amsterdam's clients to manage the entire supply chain of products and brands, as opposed to only the communications end of things. I very much look forward to working with Marcel.*

— Managing Partner Ralph Wisbrun over de aanstelling

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We're an advertising agency that thinks a little differently. We believe that our complex world calls for a new way of working. And we've built our entire agency around it. Three simple words that will redefine the way you and we do business: Think, do, make.