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## Jonathan Hum joins VanMoof as Global Chief Marketing Officer

VanMoof adds Masterclass VP & Head of Marketing to its Management team.



Amsterdam, February 15, 2022 – VanMoof has announced a major new hire with its appointment of Jonathan Hum as its Global Chief Marketing Officer. Hum will lead across all aspects of the brand’s marketing output as it consolidates its position as the global leader in the rapidly developing and fast-maturing field of e-bikes and urban mobility.

## **Leading creative strategist with prestige brand track record**

Hum has over 20 years of brand, agency and marketing experience, having held previous positions such as Global Senior Director of Brand Marketing at Nike and Managing Director at renowned design and communications agency, AKQA. Hum’s leadership at MasterClass as VP, Marketing was pivotal during its period of huge breakthrough growth as the EdTech platform tripled its valuation in under two years. Hum joins the ride at a similarly crucial time for the e-bike pioneers: As the world’s fastest growing e-bike brand, VanMoof’s scale has skyrocketed over the last year, offering a high-tech and feature-rich experience for a community of almost 200,000 riders (and counting) worldwide.

*“2022 is set to be an incredibly exciting year for VanMoof. This is a brand and a product that is redefining city mobility and pioneering real change. I’m thrilled to be joining the ride and ready to lead VanMoof’s next wave of growth.”*

— Jonathan Hum, CMO, VanMoof.

*“Jonathan’s appointment gives VanMoof a massive injection of expertise from the highest levels of international brand building. His creative vision and sharp marketing know-how will help us take VanMoof marketing capabilities to the next level.”*

— Taco Carlier, CEO and Co-founder, VanMoof.

*“With unrivalled and multifaceted experience in brand agency and marketing, we can’t wait to see what Jonathan can bring to the table in 2022 and beyond.”*

— Ties Carlier, CEO and Co-founder, VanMoof.

VanMoof was founded in 2009 by Taco and Ties Carlier, two Dutch brothers with a vision of the perfect city bike. Now their bikes are changing cities and leading the current wave of people choosing e-bikes. VanMoof's sleek, multi-award winning rides offer a high-tech and feature-rich experience for a devoted worldwide community of almost 200,000 riders and counting. The iconic integrated frames mirror a fully integrated end-to-end company that has upended the bike industry by taking complete ownership of everything from design to production, from sales to after-service. One of Europe's fastest growing companies, VanMoof is on course to redefine the future of urban mobility and get the next billion on bikes. VanMoof brand stores can be found in Amsterdam, Berlin, London, New York, Paris, San Francisco, Seattle, and Tokyo, with expansion planned to 50 cities worldwide through dedicated Service Hubs by the end of 2021.



VanMoof