

## FRANK PETERS

**Frank Peters** is founder and owner of Virtus Communications. For the past 18 years he led the Dutch branch of the international PR network Porter Novelli. He has been in the communication sector for almost 30 years. Frank has considerable experience in managing high profile corporate brands and the development of corporate communication strategy. His specialties are corporate reputation management, crisis management and issue management.

In recent years, Frank counseled organizations such as FrieslandCampina, SNS Reaal, Achmea, KPN, Zorgverzekeraars Nederland, Nederlandse Zuivelorganisatie (NZO), LTO Nederland, het Stedelijk Museum Amsterdam, RadboudUMC and various home care organizations. He has been awarded several Sabre Awards and Effies in recognition of his consulting skills.

He is a member of the SWOCC Advisory Board (Foundation for Scientific Research on Commercial Communication) of the University of Amsterdam and is a former board member of SIRE (Foundation for Idealistic Advertising) and the Professional Association for Communication Logeion. He is also a board member of the Handicapped Sports Fund.

Frank is author of the books 'Reputatie onder Druk' ('Reputation under Pressure') about reputation management and crisis communications and 'What are they saying about you? 50 lessons to manage your personal reputation'. A new book was published in June 2016 'Spanning rond the Boardroom' ('Pressure around the Boardroom') about personal reputation management for members of the board of directors and the supervisory board. He is lecturer at Beekestijn Business School and Utrecht Business School and a frequent blogger on CommunicatieOnline.

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### 18 FRANK PETERS

Reputatieprobleem? Crisis? Frank holt goedmoedig van de ene *beyond repair case* naar de andere en lost het op. Op niemand is het woord 'gedegen' meer van toepassing dan op de voorman van Porter Novelli. Geen praatjesmaker, maar een vakman. Zoals er meer zijn (Frans van der Grint van H&K), maar anders dan Frans zoekt Frank wél het podium en draagt daardoor bij aan het vak.

Het Vakblad Communicatie over Frank Peters (2014)

