RESUME

Wim Noordzij

St. Eustatius (part-time) / The Netherlands

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Wim Noordzij

Personal motto

"It always seems impossible until it's done."

– Nelson Mandela

Profile

Wim Noordzij is an experienced educational leader, event strategist, and governance advisor with a unique career spanning education, large-scale events, cultural programming, and community-driven innovation.

With a strong connection to St. Eustatius, where he served as director of the Gwendoline van Putten School, Wim combines strategic insight with hands-on experience in governance, heritage, and social impact initiatives.

He is known for his ability to connect people, organisations, and ideas, and for translating vision into practical and sustainable concepts.

Professional Background

After a career in education — including his role as director of Mavo De Komeet in Oude Tonge and later as director of the secondary school on St. Eustatius — Wim transitioned in 1995 into the world of events, marketing, and sponsorship as Manager Events & Marketing at Stadion Feijenoord (De Kuip).

He is currently active as an event and sponsorship broker, consultant, and entrepreneur through his company EventBroker, operating at the intersection of sport, culture, education, wellbeing, and entertainment.

Together with his son Nolan, he co-founded House of Esports, a social impact sports marketing and event agency that uses esports, gaming, and gamification as tools to achieve societal goals.

The organisation operates from Rotterdam (Feijenoord venue), with multiple E-Zones in community centres and schools, and is active in cities such as The Hague, Amsterdam, Utrecht, and expanding to Eindhoven. A House of Esports programme has also been established on Saba.

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Personal

Born in 1955 and raised in Rotterdam South, Wim has lived for over 40 years on Goeree-Overflakkee. He is married and father of 13 children, including 6 foster children.

Island Threads by EventBroker

Through **Island Threads**, Wim focuses specifically on the Caribbean part of the Kingdom, working on projects that combine **heritage, culture, and community development**.

Recent work includes:

- Development of a **governance model for cultural and heritage institutions on St. Eustatius** (Regio Deal context)
- Concept development and organisation of the **Canon Maze** during **the Canon Days (2026)**
- Advisory work bridging policy, community engagement, and implementation

Projects & Events (selection)

Wim has been involved in a wide range of national and international events, including:

- Volvo Ocean Race Cardiff (2018)
- Giro d'Italia Big Start Gelderland (2016)
- Volvo Ocean Race Festival The Hague (2015)
- North Sea Regatta
- Rotterdam Unlimited (Summer Carnival)
- Liberation Festival The Hague
- Roparun
- Dunya Festival
- Rotterdam Photo
- UEFA Cup Final Rotterdam (2002)
- FIFA World Cup projects (Japan/Korea 2002)
- UNICEF City The Hague
- WK Darts Den Bosch (2007)
- Grand Départ Tour de France Rotterdam (2010)
- Amsterdam Roots Festival
- City Racing Rotterdam
- Tour de France Femmes (2024)

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Personal

He is known for his creative mindset, pragmatic approach, and strong sense of humour.

Culture & Partnerships

Wim has collaborated with cultural organisations such as Mothership (Rotterdam) on projects like the Dobberend Bos (Floating Forest).

He has advised on partnerships for major institutions and events, including:

- Luxor Theater (100-year anniversary programme)
- Floriade Expo 2022
- Various festivals and cultural initiatives

Education & Teaching

Wim has been actively involved in education throughout his career:

- Lecturer at Euro College Rotterdam
- Guest lecturer at Rotterdam University of Applied Sciences
- Guest lecturer at International Business School Rotterdam
- Developer of educational programmes in event management and esports
- Contributor to new curricula with Zadkine College, MBO Hilversum, and The Hague University
- Principal MAVO de Komeet Oude Tonge and the Gwendoline van Puttenschool Statia
- Teacher English and History (secondary education, including international newcomer classes)

Sports & Federations

Worked with various sports federations through BrandBased Sponsoring formats, including:

- KNKV (Korfball Federation)
- Beach Soccer Netherlands
- Frisbee Federation
- Jeu de Boules Federation
- Ice Hockey Federation

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Heritage & Regional Involvement

- Former Chair of Museum Ramtorenschip Buffel (Hellevoetsluis)
- Active in the Erfgoedlijn Historisch Haringvliet
- Participant in the Erfgoedtafel Goeree-Overflakkee
- Founder of Stichting Buutenplaets (nature playground initiative)

Social Impact & Foundations

- Advisor to the Dutch Heart Foundation (sponsorship strategy)
- Partnerships manager and advisor to the Giovanni van Bronckhorst Foundation
- Involved in Roparun and various social initiatives
- Unicef city the Hague

City & Event Development

Through EventBroker and the Event Academy, Wim supports municipalities and organisations with:

- Strategic event development
- Sponsorship models
- “Return on Events” frameworks
- Professionalisation of event organisations

Personal

Working at the intersection of events, policy, and community, he develops concepts that bring together governments, organisations, and audiences.