

Keynote speaker on digital humans, AI and influencer marketing

Founder and partner at The Synths, the digital human studio in Amsterdam.

Short intro

John Meulemans builds brands out of two things that rarely sit in the same room: innovation and creativity. That combination has won his work Effies for effectiveness and Lovies for creativity.

On stage he brings the state of digital humans and influencer marketing, the strategy underneath it, and cases that are already running. Energy, hard evidence and trends that land.

Full bio

John has spent twenty-five years at the front edge of digital, usually arriving a few years before the rest of the market. He started in the late nineties at IBM Global Services as one of the few specialists around, helping companies through their first digital transition and their first e-commerce problems. He then moved into online media at DoubleClick, where he introduced Google and online advertising to advertisers in the Netherlands.

In 2004 he founded Urbanology, one of the first interactive and social agencies in the country, and sold it in 2009. In 2010 he started his second agency, 3sixtyfive, one of the first influencer marketing agencies in the world. It won Effies and Lovies for brands including Toyota and Danone. In 2022 3sixtyfive continued as Endeavour, where as Strategy Director he worked for ABN AMRO, Catawiki, BMW, Knab, Randstad, KPMG and UNICEF.

In 2025 he founded Hibou/x, an influencer and digital human agency built alongside PR agency Hibou in Amsterdam. The digital human work outgrew everything around it, and in September 2026 Hibou/x became The Synths, a digital human studio working internationally. Seventeen Synths built so far, among them the licensed clone of Ruud Gullit, brand personalities for MediaMarkt and Inholland, and the Virtual James Parkinson.

He teaches influencer marketing at Beeckestijn Business School, hosts at Emerce TV, and hosts his own podcast, What's Next in Influencer Marketing. He also helped build the industry itself: board member of IPAN, chairman of the IAB taskforce social, and jury member for the Lovie Awards and the Fonk Coolest Dutch Brands.



Photo by Karen Steenwinkel

Topics

Digital Humans: The Next Face of Your Brand

What works, what fails, and why realism is not the point. Told through the seventeen we built ourselves.

AI & Tech Trends: The Future is Now

People no longer search, they ask. Which makes the conversation the new front door of your brand.

Influencer Marketing: Trends, Strategy & Impact

What still moves people, what to stop paying for, and how to build authority you own.

Available as a keynote, a panel, a workshop or a masterclass. In English or Dutch, on location or remote.

Clients and stages

Recent

Bayer, GPTx, Leiden University of Applied Sciences, Emerce, Beeckestijn Business School, I Amsterdam, KRO-NCRV, Deloitte, Etos.

International

Kindred Group (London), Capgemini (Paris), ANVR Conference (Egypt), SXSW (United States), Danone (Belgium), Interactive Intelligence (Lisbon).

Earlier work

ABN AMRO, Catawiki, BMW, Knab, Randstad, KPMG, UNICEF, Toyota, Danone, Vredestein, LG, MediaMarkt.
