

BIO - Laura van der Veer, Director of Community & Impact - ChopValue

Laura is an innovative and creative Community & Experiential Marketing Expert with 20 years of experience in creating new business opportunities through building community through key partnerships, special events, social media, brand recognition. Laura contributes an innate talent in utilizing a combination of creative marketing strategies, influencer marketing, passion for customer engagement, energy and enthusiasm, in order to ensure memorable customer experiences. Building long-term, authentic relationships based on integrity, trust, and professionalism is where Laura shines.