

**Dick de Rijk****Creative/Commercial Director, Dick de Rijk Productions BV**

Almost three decades of crazy ideas. From wild commercials and the first international board game hits (as a copywriter in advertising in my twenties), to global blockbuster TV shows such as “Show Me The Money”, “Set For Life” and “Deal Or No Deal”, on air in well over 100 countries. Successes only? Just forget it! I did not graduate in English literature and I can't skate.

In an exclusive partnership with significant leaders in entertainment - as recently completed with Endemol International - I create content for the world's major broadcasters and digital media platforms. To constantly come up with new ideas, mechanisms, components, formats. That's me. From a virgin sheet of paper to millions of viewers or users. That's my challenge.

Furthermore: if I were 50 cm taller, I wouldn't be fat. I have four kids and seven jukeboxes. I love vintage watches, but I hate sprouts. TV can only be understood backwards. But it must be made forwards. What a job!

**Contact**

Dick de Rijk Productions BV · Wisseloordlaan 75 · 1217 DK Hilversum · The Netherlands  
T: 31 (0) 35 62 36610 · F: + 31 (0) 35 6214127  
E: marion@dickderijk.nl