

**Jacqueline Bierhorst****President, WorldDAB, and Project Director, Digital Radio NL**

Jacqueline Bierhorst has been a pioneer in commercial radio since 1987, specialised in distribution, marketing, and content. She has a strong track record in launching and leading successful commercial television and radio channels in The Netherlands and Belgium. From 2011 until 2015 she was project leader on the roll out of the DAB+ network in The Netherlands and since 2015 she is project director Digital Radio NL, a collaboration between public and commercial broadcasters and the Ministry of Economic Affairs coordinating involvement of all stakeholders and joint marketing of Digital Radio. Bierhorst is owner of Jacky B Entertainment Solutions, President of WorldDAB, a member of the WorldDAB Steering Board and an active ambassador of digital radio throughout Europe. She is also a consultant to the Flemish Government, Department of Culture, Youth and Media for the introduction of DAB+ in Flanders, initiating collaboration throughout the Flemish stakeholders on digital radio and country manager Radioplayer Netherlands.