



SUBJECT: **SJOERD PENNEKAMP MANAGING DIRECTOR SKO**

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SJOERD PENNEKAMP NEW MANAGING DIRECTOR SKO.

Stichting Kijkonderzoek (SKO) has appointed Sjoerd Pennekamp as the new Managing Director. He will join the SKO team as of 1 January 2018 replacing Frans Kok, who is holding the position on an interim basis.

At present, Sjoerd Pennekamp holds the position of Senior Advisor Strategy & Policy at the NPO (Dutch Public Broadcasting Agency). Prior to that he was a researcher at the NPO, where he was responsible for, among other projects, the time-use survey Media:Tijd.

Pennekamp, currently also a board member of the NICAM (Netherlands Institute for the Classification of Audiovisual Media), holds a PhD in Social Psychology from the University of Amsterdam.

Inge Brakman, Chairman of SKO, is delighted to announce the appointment of Sjoerd: *“Sjoerd is an experienced researcher with a future-focused mindset. His enthusiasm is catchy and he is the right person to take SKO forward.”*



- end of press release -

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