

Kris Hoet

Chief of Marketing SuperNova

SuperNova's Chief of Marketing Kris Hoet is a renowned creative innovator and change agent. With experience on both the client and agency side, he brings a uniquely two-sided perspective as well as a deep understanding of the intersection between customer experience, creativity and technology. With a passion for how technology impacts consumer behavior, Kris has helped many marketers enable better connections with consumers.

Among others, the most striking examples of his earlier work consist of building some of the first online cinema platforms for Kinepolis in the late '90s, kick-starting some of Microsoft's first influencer marketing activities in the early 2000s as well as leading Duval Guillaume's internationally renowned advertising classics like TNT's "Push to Add Drama" and Carlsberg's "Bikers" which generated over 100 million views.

In his last role Kris led all the global innovation initiatives at global marketing communications company FCB Global, where he also was a member of the Global Creative Council. On top of that, Kris is a popular keynote speaker at many international events and served on famed award juries including the ones of Cannes Lions, OneShow, Eurobest, ... He also curated several creative innovation initiatives such as TED Ads Worth Spreading, All Gunns Blazing (Gunn Report) or the 2017 and 2018 ADC*E Festival.