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*ENG press release*

**And Now This launches podcast on how to start an agency.**

**Creative agency *"And Now This"*, which launched late 2017, releases podcast series about how to start an agency. Speaking to founders of successful creative businesses around the world, *"And Now This"* founders Paul Bakker and Jeroen de Korte uncover inspirational stories. The first 5 episodes feature talks with *Jeff Johnson*(The Arrivals NYC), *Steven van Wel*(Karma NY) and *Omar Kbiri*(Maak Amsterdam), among others.**

After 14 years of working at ad agencies and tech startups in Amsterdam and New York City, creative director duo Paul and Jeroen have started *"And Now This - an ideas agency",*based in Amsterdam.

For aspiring creative entrepreneurs, any piece of advice you can get from someone who's been there before is like gold. Naturally, Paul and Jeroen started talking to the people who came before them. But instead of keeping that valuable information to themselves, they wanted to share it with the global creative community. Because in a world full of disposable content, they believe in creating something that is actually useful. Which is why they decided to launch a podcast:

**And Now This - The Untold Stories of Starting a Creative Agency**

In the podcast, hosts Paul and Jeroen talk to founders of successful and inspirational creative agencies and businesses around the world. To uncover their untold stories.

Topics such as how you actually start a creative business. What it takes to quit your job and take the leap. About the obstacles, the pros and cons and how to recognise the right opportunities.

In the first episodes, Paul and Jeroen travel to New York to speak with **Jeff Johnson**, founder and creative director of outdoor fashion label *The Arrivals NYC*, **Andre Andreev**, founder and director of film production and animation studio *Dress Code NY* and **Damon Versaggi**, founder of *Scrappy Meals*, a community that aims to reduce food waste.

The hosts also sit down in Amsterdam with **Steven van Wel**, serial entrepreneur and founder of *Karma NY* and **Omar Kbiri**, founder of creative agency *Maak*.

The podcasts are recorded in English and Dutch and released monthly. To listen, visit [podcast.this.amsterdam](file:///Users/GeorginaR/Downloads/podcast.this.amsterdam) or subscribe to the podcast to get the latest episodes.

"And Now This - The Untold Stories of Starting a Creative Agency" is produced in collaboration with music production studio *AMP.Amsterdam*.