



Niels Langereis

Strategic operator, writer and founder of Chainge

Short bio

Niels Langereis is a strategic operator in positioning, go-to-market and AI adoption. He led group marketing at Normec, a PE-backed group of 80+ companies, was CEO of New Story and ran Hogarth in the Netherlands for WPP. He is building Chainge and writes most weeks on AI, marketing and trust.

Longer bio

Niels Langereis has spent more than twenty years on every side of marketing and the creative business: leading agencies, running Hogarth in the Netherlands for WPP with Philips as its global client, serving as CEO of the digital agency New Story, and leading group marketing and communications at Normec, a PE-backed group of 80+ companies in 12+ countries. At Normec he also wrote the group-wide AI handbook and built the central innovation and AI team.

Today he works with scale-ups and mid-market companies on positioning, proposition and go-to-market, and with leadership teams on making marketing work AI-native. Since early 2026 he has been building Chainge, a governed multi-agent system that maps how global events connect to local business exposure and publishes the verdict on every prediction.

He writes most weeks about trust and attention, and about what AI does to how organisations work and how juniors still become seniors. He guest lectures at HKU, UvA, HvA and NHL Stenden and mentors young professionals.

Talks

- If AI takes the junior work, where does the next senior come from?
- The hidden politics of AI adoption
- Found and chosen by an AI assistant: brands when an AI builds the shortlist
- Who owns a good idea? Intellectual property and responsibility in the age of generative AI

Practical

Speaks Dutch and English. High-resolution photo: nielslangereis.com/niels.jpg. LinkedIn: linkedin.com/in/nclangereis. Bookings and media: mail@nielslangereis.com or +31 6 3191 4529.