



## 2025 Page International Exchange



**Nanne Bos**  
**Chief Communications and Brand**  
**Officer of Aegon Group and**  
**co-founder of the**  
**Scriptorium Initiative**

A seasoned Senior Executive Leader with 25 years of global expertise in brand, marketing, and communications, currently serving as Chief Communications and Brand Officer at Aegon. Proven in establishing agile, innovative and impactful teams and driving strategic transformations, with an approach that combines magic with logic and

consistently delivers impactful business results. Holds BBA, BA and MA degrees in finance, marketing and change management and is an INSEAD alumnus.

Nanne is deeply engaged in thought leadership on brand-driven transformations, effective leadership and artificial intelligence. He served on supervisory boards at Facebook Benelux and INBREC, and as regional coordinator for EACD. Recently he has become co-founder of the Scriptorium Initiative, a global thinktank on the impact of AI on the brand and communications function. Nanne specializes in transformational change, AI, brand strategy, internal branding and culture change, reputation management, and intrapreneurship.