

Tim Verbeek Chooses Successor To Lead LA Lifestyle Magazine, LA2DAY.com

Tim Verbeek, founder of popular Los Angeles lifestyle Magazine LA2DAY.com, has named Christian Stibbe as his successor to lead the company.

July 20, 2010 (FPRC) -- Tim Verbeek, founder of popular Los Angeles lifestyle Magazine LA2DAY.com, has named Christian Stibbe as his successor to lead the company. Stibbe will also manage the franchise of LA2DAY.com and is currently pursuing expansion into Holland, Italy and Brazil. The decision comes as a result of Tim Verbeek's acceptance of a position as Head of Marketing at a major Dutch retail chain.

In addition to managing the LA2DAY franchise, Christian Stibbe owns and operates Nine Streets, an animation production company and boutique advertising agency based in both Amsterdam and Los Angeles.

"I feel that I've found the ideal successor in Christian. He has managed several successful businesses in entertainment and advertising and has offices in both Los Angeles and Amsterdam. I'm excited about his ideas for the future of LA2DAY.com," said Tim Verbeek.

Tim Verbeek founded LA2DAY in 2008. Recognizing that LA locals needed a publication with 'less tinsel and more town,' Verbeek comprised a 30-person staff of editors, and writers to provide readers with an authentic and unique perspective on the city. The website currently attracts over a 100,000 readers a month and is ranked the #1 LA lifestyle site by Google according to search.

Before founding LA2DAY.com, Holland-born Verbeek served as the senior brand manager for respectively Unilever and Heineken Beer in the Netherlands. Tim Verbeek will now bring his expertise in brand management, consumer research, and buzz building to the 'Dirk van den Broek' supermarket chain as Head of Marketing.

"I thoroughly enjoyed the journey of taking LA2DAY.com from the conceptual stages to the #1 Google-ranked LA Lifestyle Magazine. However, it was important for me to return to the Netherlands to be with my family and I know that Christian will do an incredible job of taking the magazine into the future," said Verbeek.

About Tim Verbeek: Tim holds a Masters Degree from the V.U. University of Amsterdam and has over 10 years of experience within Marketing Management and Advertising. Verbeek is the founder of the online lifestyle magazine LA2DAY.com and currently serves as the Head of Marketing for the major Dutch retail chain Dirk van den Broek.

About Christian Stibbe: A self-described 'serial entrepreneur,' Christian Stibbe manages the daily operations and brand of LA2DAY. Stibbe is also the founder of Nine Streets Animation, a production company developing and producing original shows and properties.

Contact Information

For more information contact Tim Verbeek of Tim Verbeek (<http://www.timverbeek.com>)
310-774-1517

Keywords

[Tim Verbeek](#)

[Tim Verbeek](#)

[Tim Verbeek](#)

You can read this press release online [here](#)