

Loren Rosendaal

- Entrepreneur & Speaker -



Loren discovered his interest in technology, games and the visual arts at a young age. Spending his school day afternoons and evenings, not on homework, but instead on teaching himself to build and modify video games. By age 15 he had found the time to try his hand at anything from computer animation, to 3D modeling, to programming artificial intelligence. Working in, and often leading, international teams, with the internet as the sole means of communication he developed so called total conversions, essentially entirely new games, based on existing technology, which were downloaded and played by millions around the world.

In the years after many adventures followed: Loren worked for international game studios from home, co-founded a game studio in the United States and was involved in the first internet reality series about a game development studio to be broadcast by a major gaming website, all before graduating from Leiden University.

Today Loren runs IC3D Media, a company he founded based on his dream to use the skills and technology from Hollywood and the Video Game Industry to solve real-life problems. Over the years at IC3D Media Loren managed to gather around himself a team of talented developers, designers and artists from around the world. With this unique vision and team Loren has designed and developed a large variety of innovative solutions. From the world's first social and cultural training software, commissioned by the Dutch Ministry of defense, to new tracking and learning systems for major banks, to the world's first real-time 3D ship configurator, to virtual reality training for earthquake rescue operations. At present the vast majority of IC3D Media's activities involve the development of learning and development solutions that help companies of all sizes take control of, and get insights into, knowledge and behavior in their organization on a day to day basis.

The vision and innovation with which both Loren and his team approach current day challenges has garnered IC3D Media both national and international acclaim, winning prestigious awards such as the Lund University Entrepreneurship award and the McKinsey Company New Venture Grand Prize, along with being honored as one of the top 3 innovations at both the Defense Innovation Contest and the Nuclear Security Summit. In October of 2017 Loren became the first ever two-time winner of the Accenture Innovation Award.

Next to running IC3D Media, Loren is also active as Director of the Center for Digital Transformation at Nyenrode University. At Nyenrode Loren works directly with the Boards and C-Suites of multinational companies to help them find new ways to transform their business through the use of digital technology and to avoid becoming the next Kodak or Blockbuster in their respective markets. Loren is passionate about helping organizations understand and tackle their new digital challenges and is able to use his multi-industry experience in the field of digital transformation to illustrate what will come next, allowing organizations to turn would-be risks into opportunities.

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