

# Jean Philip De Tender

## European Broadcasting Union (EBU)

### About

Jean Philip De Tender is **Deputy Director General, Director of Media** at the European Broadcasting Union (EBU). He joined the EBU in 2015 from Belgian public service broadcaster, VRT, where he was Director of Television.

As Director of EBU Media, De Tender oversees a department with a significant service portfolio across News, Music, Radio, TV, Young Audiences, Digital and Live Events (including the Eurovision Song Contest), as well as policy areas such as Diversity, Equity and Inclusion (DEI) and relationship building with the major tech giants, including Facebook, Apple, Amazon, Netflix, Google and Spotify (FAANGS).

In July 2021, he assumed the additional role of EBU Deputy Director General to support the current Director General, Noel Curran, in key management aspects of the organization, with a focus on strategy development and implementation, and an increased emphasis on knowledge exchange.

De Tender's professional interests include management and leadership techniques, organizational reform, strategic development, effective thinking and [building teams fit for purpose](#), from coaching to empowerment.

*“My personal opinion is that a manager can only be as good as his or her team and can never outperform them. So the more expertise you have in your team and the more strategic the thinkers around you, the more you excel yourself. The feedback I get from the people around me is that I delegate, entrust and empower.”*

De Tender is a passionate advocate for public service media and the need for great content and storytelling to be front and centre of organizational strategy. His first book, published in 2010, “Alles is een verhaal” (“Everything is a story”), explores how stories are everywhere and in everyone and how the most powerful story can be within yourself. The more stories you understand, the easier it is to grasp the bigger picture.

He is personally inspired by art, travel, reading and walking. His personal motto in life is to “create order in the chaos and chaos in the order.”

He is an international speaker and has delivered speeches at industry events including the [NewsXchange](#); [World Conference of Science Journalists](#); [Media 2020 \(Bucharest\)](#) and the [EBU Media Summit \(2021\)](#) and written on topics including the [importance of storytelling](#) and [engaging young audiences](#).

De Tender is a Belgian national and fluent in Dutch, English and French. He is based in Geneva, Switzerland at the EBU's head office. Find him on [Twitter](#), [Instagram](#) and [LinkedIn](#).

For speaking opportunities, panels and interview requests, contact Jo Waters; Senior Communications Officer, EBU, on [waters@ebu.ch](mailto:waters@ebu.ch)

## About the EBU

The **European Broadcasting Union (EBU)** is the world's foremost alliance of public service media (PSM). Our mission is to make PSM indispensable.

We represent 115 media organizations in 55 countries in Europe, the Middle East and Africa; and have an additional 31 Associates in Asia, Africa, Australasia and the Americas.

Our Members operate nearly 2,000 television and radio channels alongside numerous online platforms. Together, they reach audiences of more than one billion people around the world, broadcasting in almost 160 languages.

We strive to secure a sustainable future for public service media, provide our Members with world-class content from news to sports and music, and build on our founding ethos of solidarity and co-operation to create a centre for learning and sharing.

Our subsidiary, Eurovision Services, aims to be the first-choice media services provider, offering new, better and different ways to simply, efficiently and seamlessly access and deliver content and services.

We have offices in Brussels, Rome, Dubai, Moscow, New York, Washington DC, Singapore, Madrid and Beijing. Our headquarters are in Geneva.

Discover more about the EBU at [www.ebu.ch](http://www.ebu.ch)