



Find your
talent.
Chase your
dreams.

**KPMG partners with
Ward Lemmelijn**



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At KPMG, we inspire confidence and empower change in all we do. To reinforce this brand positioning, KPMG in Belgium has found the perfect brand ambassador: rising rowing star Ward Lemmeliijn.

Ward Lemmeliijn is still young, but already a true jack-of-all-trades. He rose to fame as winner of the popular TV sports show 'The Container Cup', but that didn't showcase even half of his sporting talent!

He played football in the top youth league in Netherlands until he was 18 and only began rowing when he started his third-level studies. Since then, Ward has quickly worked his way up through the ranks to become a European indoor rowing champion. His latest goal is to succeed on the open water as well, with an eye on winning the gold medal at the Paris Olympics in 2024.

Ward's story is a big inspiration for all of us, which is why KPMG will support Ward in achieving this dream. We believe in encouraging young people to discover their own talent and potential, whatever their dreams may be. Ward is living proof that being passionate, striving for excellence, and having an open, innovative mindset can lead to great success.

KPMG understands and values hard work and passion, and just like Ward, we challenge ourselves to bring our absolute best to all that we do, every single day - for our clients, our people, and society at large.



Harry Van Donink:

"Ward exemplifies determination. He continues to inspire many to pursue dreams and goals. He leads by example, surpassing every challenge with dedication and confidence. His commitment to being the best, resonates with everything we stand for at KPMG—excellence, confidence, driving change and innovation. I am incredibly proud to support Ward in his journey on the road to Paris 2024."



Ward Lemmeliijn:

"I like the way that KPMG and I look at growth, professional achievement, success and winning in the same way. It's inspiring to me as an athlete that KPMG's people are passionate about continuously learning and are not afraid of being courageous, thinking boldly and always willing to find new ways to succeed. With KPMG as a sponsor, I feel I can keep on improving and fully chase my dream of going for gold at the Olympics 2024. The best is yet to come!"

Discover why KPMG and Ward
are a great fit in our three mini stories >



Mini story 1: Excellence and courage – How Ward embodies the KPMG spirit.

At KPMG, we challenge ourselves to bring our absolute best to all that we do. That's why two of KPMG's most important values are Courage and Excellence: we dare to think and act boldly and we never want to stop learning to improve ourselves and our work. As we've followed Ward's career from young professional footballer to Olympic-hopeful rower, we couldn't have found a better example of someone who has the courage to lead by example and pursue their passion with excellence, whatever they are doing – a true embodiment of KPMG spirit.

Ward's openness about wanting to win Olympic gold at Paris 2024 is an inspiration to everyone at KPMG. It's a great combination of ambition and accountability - Ward isn't afraid to dream big, but also means what he says and publicly commits to his goal. This willingness to put words into action - fully engaging with every challenge along the way with passion and drive - is completely in line with the values and ambitions deeply held by KPMG.

That's why we're convinced that Ward's combined work ethic, enthusiasm and down-to-earth personality make him a perfect fit for the KPMG brand.

Mini story 2: Technology and data - Ward and KPMG believe in innovation-driven performance

Whether the quest is Olympic gold in open water rowing or improving business outcomes, Ward and KPMG share the belief that innovation drives higher performance. This belief is rooted in a deep understanding that data and technology are vital elements of turning risks into opportunities and developing winning strategies.

For Ward, this means using tech-enabled trackers that monitor his performance during training sessions, generating data that can be analyzed to identify ways to improve his technique and enhance his competitive advantage.

At KPMG, this means staying at the cutting edge of technology and organizational innovation, bringing together data, analytics, AI, business intelligence, automation, and transformation to help our clients compete at the highest levels in their sector.

When it comes to advising clients, organizing an audit, or tracking your athletic performance, leveraging digital technology, data, and innovation makes all the difference to delivering your best results.

Mini story 3: Investing in your talents – How Ward inspires focus and resilience

Much of success comes from consistently investing in yourself, with focus, drive, and determination to achieve your goals – and it's never too late to start.

Unusually for a high-level sports person, Ward only took up rowing at 18. When he began his third-level studies, the captain of the college rowing team asked him to do a quick rowing test and Ward discovered he had a talent for rowing when he immediately broke all school records.

After a year of intensive training, he became Belgian champion in indoor rowing in 2018 – the first time he had ever competed at this level. He continued to invest in his training and in 2019, followed his initial success by winning the European and World championships. By staying focused on his performance, he maintained his world title both in 2020 and 2021.

Ward's journey from college rower to Olympic-hopeful proves that focus and determination not only win races but create champions. He has managed to combine higher studies with a professional sports career, while still investing time and energy to improve his performance every single day and become the best possible competitor.

That's why Ward is such a big inspiration to all of us at KPMG and his ambassadorship represents much more than going for Olympic gold in 2024. He embodies the KPMG spirit and shows that no matter your role or talents, consistent effort to develop your skills is totally worth it in the end.

