



## about Saar Dietvorst, founder manley

Saar Dietvorst founded the PR agency manley (formerly Content Cats) in 2013 after building an impressive career with several large communication agencies. As such, she brings together a wealth of experience, vision and creativity in her strategic PR agency for “smart”, impact-driven organisations.

Her motives? With a passion for storytelling, to bring news from the innovative domains of energy, health, biotech, proptech, legal, mobility, logistics, food, and more to the world. To seek out sustainable innovations with the capacity to change and preferably improve the way we live and work in the future. And in so doing, to give what are often complex but extraordinarily fascinating stories a “human face”. And as such, to offer media outlets and ambassadors both newsworthy content and a passionate discussion partner. So they can feed their target groups with interesting, inspiring and relevant news.

Her strengths? As a qualified journalist herself, a clear understanding of what journalists need. As the child of an entrepreneurial family, an equally good understanding of the motivations that steer organisations. And as an expert in strategic public relations: extensive knowledge of, coupled with a healthy passion for society and politics, bringing the best of both worlds together.

- Born 13 July 1975
- Born in Dunkirk (France), raised in Schilde (Belgium)
- Lives in Antwerp
- Mother of 1 son (17 years)
- Lived and studied in the United States (Michigan) from 1993-1994
- Completed internship at ROB-tv, Leuven (Belgium)
- Graduated from Plantijn Hogeschool, Antwerp (Belgium) in Journalism in 1998
- Founded manley (Content Cats) in 2013
- Interests: writing, reading, sculpture, sports (jogging, horseback riding, tennis, tries to surf once in a while)

---

## why manley chooses to work for sustainable, impact-driven companies

*“The very first company that asked me to do their PR had launched an ‘innovative water filter’. Based solely on what I could find on their website, the project did not interest me that much. But that changed immediately after my first meeting with the CEO. He turned out to be a renowned scientist in the field cancer research. After retiring from one of Belgium’s most acclaimed research institutions, he founded a company together with his family.*

*Using ground-breaking nanotechnology, that company developed a filter that could turn dirty water - from the ditch - into 100% drinkable water in no time. Without using gas or electricity. Here was a life-changing innovation that, for the first time, could provide access to safe, fast and cheap drinking water to billions of people worldwide.*

*Thanks to an ambitious mix of strategy, storytelling and creativity, we ensured that this family business achieved all its objectives: national reputation, all twenty vacancies filled in one day, recognised with an award from the then Federal Minister of Innovation, recognition within the sector, and so on.*

*However, it was not just a top PR success story. It was also the project that inspired me to adopt the approach that has been successfully applied time and time again and to tell the kind of stories that we do today at manley: making complex innovations understandable, with a “human” face. And in so doing, to make the full potential of a product or service clear, for the benefit of all. ”*

**Saar Dietvorst**  
Founder manley