

**{dropcap} E{/dropcap>xpathos is a professional web development and design network based in the Netherlands run by Social Media Strategist and Architect Richard Kastelein. Chief Strategy Officer for [Worldticketshop](#) Netherlands - one of Holland's fastest growing startups, Chief Networking Officer and Social Media Developer for [Sparkling Media](#) in London, UK, Advisory Board member of [UK-based Pixengo.com](#), a travel media site, and on the Advisory Board of NY/Tel Aviv-based [Zephyr Financial Technologies](#) heading up their Social Media and Publishing development... Richard began developing online communities (forums at first) in 1998 in the Caribbean with [Such is Life](#) and was later head of his own web development company - Caribbean Web Wizards - based in St. Maarten, Dutch West Indies. He has also sailed, on small sailing vessels, over 25,000 miles offshore (2x transatlantic, transpacific, Indian Ocean and Red Sea), and lived aboard various boats he owned in the Caribbean for over a decade.**

He is currently the CEO of [Agora Media Innovation Ltd](#) - a new startup in London which rolled out in late 2010 and Managing Director of V.O.F.

[Expathos](#)

, a social media and web development company and network based in the Netherlands. His roots and education lie in the media and he has held positions as a reporter, investigative journalist, editor, photographer, designer, and publisher of numerous print publications ranging from the Canadian Arctic to the Caribbean and Europe. He has done work for the CBC, the BBC, Pacific Yachting, Yachting Monthly, TNT Travel, and various other international magazines. He is the publisher and founder of the

[Free Press Group](#)  
[\(Atlantic Free Press\)](#)

,  
[Pacific Free Press](#)

,  
[Empire Burlesque](#)

et al.) - a leading progressive political online Media Group with over 300 academics, journalists, and writers and was formerly employed as a marketing director for two multinational marine industry powerhouses.

Kastelein is an Open Source software evangelist, advocate of Freemium Business models, and is active in the Network Economy. He has skills as a coder, designer, frontend cms developer, copywriter, viral and guerrilla marketeer, photographer and general it skills.

Expathos and ***it's network of talent*** from the Netherlands to Japan supplies services of social media strategy, analysis and architecture, as well as advice and resources on social media, web design and development, social networking and content management architecture and web application development to a **number of clients** around the world. We feature an integrated network of Open Source evangelists, creatives, wordsmiths, programmers and marketing gurus that know how to get results. Our unique business approach separates us from typical web development companies. We operate horizontally with our network partners rather than vertically - as in we don't simply farm out subcontracts, give some orders and work to people we don't know. Expathos gleans and shares it's skills in a global network of top people who we listen too as well as hire - and who sometimes hire us.

### **Social Media Methodology and Implementation.**

We build cutting edge Web 2.0 social media with creative comment and content voting architecture that keeps alphas at the top and trolls at the bottom. Direct Democracy in action. We have created both automated and human moderation techniques and strategies that work.

As Open Source Evangelists we bring the latest, cutting edge dynamic software architecture solutions with evolving, open code and human resources that come along by offering long tail to developers in sharpening further code to support the Social Environs we create.

We work with Joomla, Drupal, Pligg, Loudblog, Google Open Social as well as many others....

Our diverse revenue model methodology includes imaginative money generation blueprints such as revenue sharing strategies for electronic and print publishing on demand for User Generated Content (USG) as well as subscriptions, memberships, and much more.

Expathos has developed creative, fresh monetization strategies that work, and we know how to build communities that can grow both organically and actively.

Feel free to contact us below.