

CURRICULUM VITAE



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Date of birth: December 17, 1968

Qualities

• sincere • sharp-minded, strong analytical skills • natural networker, accessible, matchmaker • go-getter who achieves results • straight-forward • service-oriented • enthusiastic, flexible and tenacious • open, down to earth approach with a good feel for empathy • structured and result-oriented • creative, inquisitive, resourceful and enterprising

Expertise

- Leisure sciences
- Inclusion
- Vision and strategy
- Governance
- Partnerships
- Leisure
- Change management
- Operational management
- Quality management
- (Team) coaching
- Mediation
- Program, project and process management

Profile

I am an experienced leisure strategist with managerial experience. I am inherently motivated by a desire to build, solve puzzles and provide support. Values such as integrity, inclusiveness and collaboration are fundamental to me. I distinguish myself through my combination of managerial experience, my passion for inclusion and background in leisure. I have gained years of experience in the social domain and I am therefore familiar with the collaboration between government, their social partners and funds.

Creating pleasure and relaxation for everyone requires a radically different way of thinking. From this perspective, I advise decision-makers in the leisure sector and government administrators on how to achieve this socially relevant goal. In other words: inclusion. My approach to this? A systematic and above all strategic approach. In doing so, I inspire CEOs and the government to sustainably recalibrate their value system in relation to inclusion.

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Opleidingen, cursussen en coaching

- **Supervision: Masterclass**
Governance Code (Wagner Group)
- **Coaching:** van Ede & partners, Jellema Consultancy, Munthoff & Partners, Leusink interaction
- **Management courses:**
 - Mastercourse This is Service Design Doing
 - Mediation training (the Lime Tree)
 - Masterclasses Change Management (Business Reed Training)
 - Coaching in Organizations (SN)
 - Team coaching (Apeldoorn Academy)
 - Facilitating change
- **Communication courses:**
 - Conversation techniques (Heindijk Communication – consultancy)
 - Non-violent Communication (GC)
 - Good observation, correct interpretation and effective Communication (SN)

University courses

Vrije University Brussels (1992-1993)
Loughborough, Bilbao, Brussel, Tilburg
Specialization: HRM (Center Parcs Europe)
*International Masters Program,
Program in European Leisure Studies*

Tilburg University (1987-1993)
Tilburg, Paris, Bielefeld
Specialisation: Marketing & Management
(France Miniature)
*Leisure sciences (multidisciplinary:
economics, psychology and sociology)*

Memberships

- IAAPA
- TEA
- Register Certified Board Member

Leisure strategist, Joint Projects (Aug '19 - present))

Goal: to advise CEOs and administrators in government to make their recreational offer inclusive and accessible.

Present:

- Project Inclusion Pact Zoos, VWS (Sep '22 - present)
- Program Changing Places Netherlands (Feb'22 – present)
- Advice regarding an accessible estate 'The Eight Castles' (nov'23)
- 'Just imagine ... ' trainings Frisian Recreationsector (nov'23 – present)
- Several workshops (2023)

Various projects:

- Accessibility, shared programme for the Frisian Recreation sector for the Smart Growth program, province of Fryslân (Sep '22 - present)
- Project leader 'Accessible Destinations', together with Hogeschool Utrecht, CELTH, NHL Stenden and Breda University of Applied Sciences (Feb '22 - Sep '22)
- Project leader for pilot Rebel team visits to the 'Bussemakerhuis', museum, This is Holland and Apenheul (Apr - Sep '22)
- Initiator Accessible Leisure Community (Aug '20 - present)
- Advisor to the Ride Accessibility work group at Vekoma Rides B.V. (2020)
- Consultant concept development luxury accessible villas Puur Exloo/Landal (2021)
- Consultant integral and strategic approach to accessibility within Vekoma Rides B.v. (2021)

Interim / program manager in the social domain (until Aug '19):

- Program Manager social domain, municipality of Hilversum (Jan - July '19)
- Managing Director 'de Toegang', Emmen (Apr '17 - Nov '18)
- Program Manager 'Accelerating innovation in healthcare', Zutphen ('17)
- Project Manager Veilig Thuis Noord-Oost Gelderland (2015 - July 2016)
- Program Manager education-labour market for young occupationally disabled people, Werkplein region Apeldoorn (May '14 - Dec '15)
- Program Manager Early School Leaving, Aventus (2011 - 2013)
- Sub-programme manager 'Kleur Apeldoorn Mee!' for the international culture and landscape event Triennial. (2008)
- Interim Manager for various assignments/administrative advisor to the aldermen, municipality of Apeldoorn (2001 - 2008).
- Marketing Director, broker Century 21 Sky Realty Inc. Tokyo (1999 - 2000)
- Quality Manager, Bovenwegen Nursing Home (1997 - 1998)
Quality and Location Manager, Housing Foundation.
De Goede Woning (1994 -1996)

Additional activities

- Member of the Manufacturer & Supplier Committee, IAAPA (Jan'23 – present)
- Member of the Advisory Board, the Special Social Club (April '21 - present)
- Member Taskforce Accessibility, IAAPA (May '21 - present)
- Member of the Supervisory Board for the Trajectum Foundation (Sep '12 - to Sep '21) Member of the quality and audit committee
- Chairman of the 'Stichting Steun tot Trajectum' (2020 - July 2022, member from 2012)
- Member of the Supervisory Board for Klipperzorg (daughter foundation Trajectum, since 2013)
- Assessor Register Certified Board Member (Oct '16 - Dec '18)
- Member of the Supervisory Board 'de Ambelt', member of the audit and remuneration committee (Jan '15 - Aug '17)
- Chairman Ladies Business Apeldoorn (2010 - 2012)