

# GINGER WEERHEIM

**Date of birth / 14 februari 2000**

**Place of birth / Schiedam**

**Telephone / 0031 (0) 6 431 307 56**

**Email / [ginger@bloc.nl](mailto:ginger@bloc.nl)**

**Web / [www.bloc.nl](http://www.bloc.nl)**

Ginger Weerheim is a program manager at BLOC, where she focuses on area development, mobility, and sustainable tourism. She has professional work experience in tourist destination development on themes such as cultural heritage, sustainability, and route networks. In all these areas, there are major challenges to which tourism can make a positive contribution. For example, in many areas there is a shortage of sustainable mobility options for residents and visitors, which leads to environmental pollution and traffic congestion. Smart area development and innovative mobility concepts can help to create a better balance between tourism and livability.

Ginger Weerheim (2000) studied Tourism Management at the Breda University of Applied Sciences (BUas). During her studies, she focused on the development of areas and stakeholder networks. This sparked her interest in tourist area development, which led her to follow the Master's program in Tourism Destination Management, also at BUas. Here she specialized in placemaking and scenario planning. Ginger is committed to using her knowledge and expertise in tourism to make a sustainable and positive impact on people and the planet. She is convinced that through collaboration and innovation, the challenges of today can become the opportunities of tomorrow.

## Professional track record

April 2024– now	<b>Program manager</b> <b>BLOC</b> At BLOC, Ginger is focusing on area development, mobility, and sustainability. She enjoys bringing people together and is also happy to involve the next generation. Ginger draws her enthusiasm from complex areas, where the right scenario is sought from different disciplines.
2022 – 2024	<b>Program manager</b> <b>Netherlands Board of Tourism and Conventions</b> Within the destination development team, Ginger (together with her team) stimulated and facilitated the development of relevant offerings (in the regions). She mainly focused on projects related to cultural heritage, sustainability, and route networks.
2015 – 2022	<b>Teamlead Operations</b> <b>Albert Heijn</b> She enthusiastically led a team of 100 employees in the Albert Heijn shop. Together with her colleagues, she ensured the efficient running of the shop, with all processes running smoothly.
2019 – 2021	<b>Junior Marketeer &amp; Stagiaire Social Media &amp; PR/Influence Marketing</b> <b>Nederlands Bureau voor Toerisme en Congressen</b> Ginger worked on the design of paid and earned campaigns and their further elaboration. In addition, also processing campaign results, analysing media values and reporting.

## Education and language skills

### Education

2021 – 2022	MA Tourism Destination Management, Breda University of Applied Sciences
2017 – 2021	BA Tourism Management, Breda University of Applied Sciences

### Courses

2023	Policy making and policy writing, Bestuursacademie
------	-------------------------------------------------------

<b>Languages</b>	Dutch (native), English (professional level)
------------------	----------------------------------------------