



## CURRICULUM VITAE

# FRED WITTE

**Date of birth / July 9, 1964**

**Place of Birth / Bergen op Zoom**

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After his studies at the Breda University of Applied Sciences, Fred Witte (1964) worked for several destination marketing organizations before he associated with the Dutch Tourist Office. As a national account manager, he advised companies, institutions and cities about their destination marketing. For many years thereafter, Fred worked as director at Den Haag Marketing & Events, the umbrella marketing organization of The Hague. During this time, Fred was also chairman of the Hospitality Sales & Marketing Association International (HSMIAI), the largest union in the Netherlands in the field of marketing and sales and he was a board member of the Association of Dutch Convention Interests (VNC). Fred is co-founder of the Nederlands Uitburo (NUB – Dutch Cultural Agenda) and was a board member of this organization for many years.

From 2010 to 2014, Fred was director of the TLC Group. As a strategic consultant and interim manager, Fred executed various projects for numerous destination marketing organizations, companies and institutions in the tourism and cultural sector. Fred is partner at BLOC Bv. since 2014.

Fred always operates at the intersection of strategy and (commercial) operation and links industry knowledge with realistic and financeable market development.

## Work Experience

2014 – now

### Founder and Partner

#### BLOC

BLOC is a creative development agency. We develop pioneering concepts and turn ideas into business.

2012 – 2014

### Commercial Director North-European Markets

#### Vacalians Group

Responsible for the operationalization of the marketing and sales strategy in the Benelux, Germany, Austria, Switzerland, Great Britain and Scandinavia. With more than 300 campsites and 17,500 accommodations in France, Italy and Spain, the Group Vacalians, with the currently carried brands Topapi and Canvas (and formerly Vacances Directes and Village Center), is one of the European market leaders in the camping industry

2009 – 2014

### Founder and Managing Partner

#### TLC Group, Travel & Leisure Consultancy

TLC Group, Travel & Leisure Consultancy is a management consulting firm active in the sectors of tourism, culture and leisure and works for destination (promotion) marketing organizations, tourism businesses, NBTC Holland Marketing, Tourist Information, governments, the travel industry, cultural organizations and the convention and meeting industry. At TLC Group, responsible for the marketing and sales representation of both commercial and public organizations. In addition, provided management consulting with a clear focus on operationalization.

#### Projects:

- Strategy and execution "Holland Naturally" for Dutch Bureau for Tourism and Conventions;
- Development Vakantie.nl for Sanoma Uitgevers (Sanoma Publishers);
- Strategy, set up, organization and operation of Vacances Directes in the Dutch and Belgian market;
- Development project Phoenix, model for business representation for Destination Marketing organizations;
- Strategy and basic elaboration of the Dutch Leisure database for VVV Nederland (Tourist Information The Netherlands);
- Action Plan accessibility Dijk van een Delta (Dike/Heck of a Delta) commissioned by Dijk van een Delta and NBTC;
- Project Assessment Waterdriehoek (Water Triangle) Zuid-Holland for the Province South- Holland;
- Strategic advice for Bid Proposal procedure Floriade 2022 for Almere;
- Forerunner City marketing Eindhoven in cooperation met WVB Marketing;
- Outlook for the de marketization of het Groene Hart commissioned by Programmabureau Groene Hart;

- Process Manager investment program Waterdriehoek commissioned by the coalition partners Waterdriehoek.

**2007 – 2009**

**Director Owner**

**FW Consultancy**

Key activities were the development and implementation of marketing concepts, City- and destination marketing, interim- management and training. Disciplines: Tourism, MICE, Culture and Sport. For FW Consultancy, done projects for Museum park Orientalis, Johan Cruyff Institute for Sport Studies, Consultancy firm DNA and the Municipalities Helmond, Mechelen, Capelle aan den IJssel, Sittard/Geleen and Veenendaal.

**2002 – 2007**

**Director**

**Den Haag Marketing & Events**

Responsible for the entire commercial operational organization of DHME (95 FTE with an annual turnover of 22 million). In 2006/2007, member of the urban project team for the design and development of the City Marketing of Den Haag.

**2000 – 2002**

**Manager Marketing & Communication**

**Foundation for Promotion of The Hague (SPDH)**

Responsible for the realization of the marketing strategy of the SPDH for the Netherlands as well as the primary external markets.

**1996 – 1999**

**National Account Manager**

**Dutch Agency for Tourism (NBT)**

Responsible for the relations of the key accounts (both strategically and in terms of turnover) of the NBT. These were hotel chains, transport companies, incoming tour operators, the marketing organizations of the G4 and urban and provincial governments. Fulfilled the role of intermediary between the Netherlands and the foreign branches of the NBT. Also responsible for the corporate relations management of all market parties relevant to the NBT.

**1995 – 1996**

**Project leader**

**Collaborating Old-Dutch cities (“Het geheim van Holland” – The Secret of Holland)**

This project involved the tourism product and market development of the city of Dordrecht, Schiedam, Delft, Leiden, Gouda and Haarlem. Responsible for setting up the project organization within and between the cities; initiating and stimulating the tourism product development and the expansion of a marketing and promotion strategy with the six local Tourist information centers, Provincial tourist information and the Dutch Tourism Office. The project was an initiative of the Ministry of Economic Affairs, the Provinces of South and North Holland and the six cities.

- 1991 – 1994**                    **Manager Marketing & Promotion /Acting Director**  
**Regional Tourist information centers -Hertogenbosch and the Meierij**  
 Member of project team Visitor Management. Commissioned by the Ministry of Economic Affairs and in cooperation with KPMG, the manual Visitor Management has been realized for mid-size historical towns in the Netherlands. Acted as acting director for the last one and a half years.
- 1990 – 1991**                    **Diverse projects**  
 Among others for De Jong Intra Vakanties and D-Reizen.

## Board Experience

- 2006 – 2009**                    **Member Board Group Organizing, branch organization CLC (Center for Live Communication)**  
 CLC is THE branch organization for companies who are professionally involved in the organizing, accommodating and facilitating of exhibitions, conventions and events. CLC resulted from the merger between branch organizations VNC, FBTN and ESAH.
- 2001 - 2010**                    **Board Member/Treasurer Stichting Uitvoering Erkenningsregeling**  
**Congresmanagementopleidingen (Foundation Implementation Accreditation Scheme Convention Management programs)**  
 Since 2007 (after the merger of VNC, FBTN and ESAH), this foundation, renamed Stichting Erkenning CLC opleidingen (Foundation Recognition CLC programs), aims to perform visitation and certify undergraduate programs where convention, event, and exhibition management is taught as a subject.
- 2004 – 2007**                    **Board Member and Co-Founder Nederlands Uitburo**  
 The Nederlands Uitburo (Dutch Cultural Agenda) is the implementation organization of the collaboration of all Uitburos in the Netherlands. It is co-financed by the Ministry of Education, Culture and Sciences. The aim is marketing of the complete cultural offerings at a national and regional level.
- 2002 - 2007**                    **Board Member City Mondial**  
 Multicultural City Promotion Project for the strengthening of the economy in the neighborhoods Transvaal and Schilderswijk.
- 2005 - 2006**                    **Acting President Association Nederlandse Congres- en Vergaderbelangen (VNC – Dutch Convention and Meeting Interests)**  
 The VNC is the interest group for the convention branch in the Netherlands. Members are big Convention Centers, Convention Hotels, Convention Organizers and Convention Agencies in the Netherlands

<b>2000 - 2006</b>	<b>President Hospitality, Sales and Marketing Association (HSMAI), Dutch Division</b> Worldwide the (biggest) organization in the field of marketing and sales for employees and businesses in the hospitality branch.
<b>2000 - 2005</b>	<b>Board Member VNC</b>
<b>1996/1999</b>	<b>Board Member of the HSMA</b>
<b>1993/1994</b>	<b>Co-Founder and Board Member of the Foundation Vestingsteden Nederland (Fortified Cities the Netherlands)</b> Promotional collaboration between the various governments (12) and the local and provincial tourist associations. The main goal was to put the Dutch Vestingsteden on the tourist map through united product development and promotion.

## Education and Language Skills

### Degrees

1990	NGPR A and B. Vocational Training in Public Relations and Affairs
1990	Tourism and Leisure, University of Applied Sciences, Breda
1984 – 1985	Military Service, Special Operations Forces, Roosendaal
1983	VWO (pre-university high school education), Gemini College, Ridderkerk

### Courses

2006	Financial Management, De Baak
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### Languages

Dutch, English, German, French

## Current Projects

2016 – now	Developing realistic and feasible prospects for the collaborating Duin & Bollenstreek (Dune & Bulb Region) municipalities in which will be elaborated the vision, the principles of cooperation, the method of cooperation, the jointly tackle themes / projects, the potential implementation coalition(s) and the necessary funding.
2016 – now	Development of an investment program for the Vestingdriehoek (Triangle of Forts), the collaboration of Gorinchem, Woudrichem, Castle Loevestein and Fort Vuren
2015 - now	Development of an action plan for the (inter)national river cruise market and the eventual setting up of a one-stop-shop feature for the acquisition and processing of river-cruise ships: Cruise Port Hollandse Delta.

2015 – now	Realizing of an investment program for the collaborating Groene Hart municipalities and the involved industry.
2015 – now	Development World-Class National Parks With the “Nationale Parken Nieuwe Stijl” (National Parks New Style), a strong trade mark is developed for the National Parks of the future. BLOC has developed an economic prospect thereto and helps implement this prospect.
2015 - now	Investment program National Park de Biesbosch. In collaboration with the Park Authority and the most important stakeholders, BLOC works on a multiannual development prospect for this national park and hereby also establishes a basis for the status of World-Class National Park.
2015 - now	Development of a business case study for Waterbus to promote the destination and improved access of the Haringvliet.
2015 - now	The most innovative wind mill in the world. An unprecedented attraction with worldwide allure. An architectural icon in THE Port City of Europe. A showcase for Dutch Clean Technology. The Dutch Windwheel, developed by door BLOC, architect firm Doepel Strijkers en Meyster is THE icon of the future.
2015-heden	Set-Up and Process Management for the Collaboration Waterdriehoek (Water Triangle): the area between World Heritage Kinderdijk, Dordrecht and the National Park de Biesbosch

## Completed projects

2015 – 2016	Roadmap innovation workshop “Floriade Werkt” (Floriade Works) In 2022, the Floriade takes place in Almere. Already in 2016, an innovation workshop is build. This should give a boost to further development of the Floriade (buildings, program and network). BLOC establishes the basis for it with a roadmap.
2015	BLOC examined the feasibility of a new accommodation concept “Verspreide Herbergen” (Strategically Dispersed Hostels) in the National Park, in which use could be made of existing (cultural and historical properties) in combination with the new placement of eco-lodges.
2015	Realization visitor management and economic analysis of World Heritage Kinderdijk.

- 2015                      Commissioned by the municipality Westvoorne, Bloc has developed an area vision and action plan for the Oostvoornse Lake in collaboration with Berkers Advies and Vista.
- 2015                      Repositioning tourism-leisure collaboration Bollenstreek.