



CURRICULUM VITAE

DRS.

RACHEL CAMPS

Date of birth / 3 April 1974

Birthplace / Alkmaar

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Upon obtaining her Hotel Management degree, Rachel Camps (1974) performed various commercial marketing roles for employers such as Disney and Efteling theme park. Hospitality and customer focus come naturally to her. She was responsible for positioning and commercialising new products for the Benelux market. In recent years, as a new business developer with food service organisation Albron, she has been consulting leisure businesses about adding identity-strengthening hospitality concepts. In 2017, she completed a part-time Business Administration degree at Nyenrode Business University, followed by a specialisation in service & experience design thinking. In 2018, she set out as an entrepreneur, and since then has been focusing on applying service & experience design thinking in various organisations, projects and initiatives. Rachel has been working with BLOC since 2019.

Rachel has a passion for service & experience design and its application in helping organisations innovate their customer focus. She acts as a project manager for BLOC, working on various projects that revolve around service. Rachel continuously creates new opportunities and sets achievable goals. She always operates at the crossroads between strategy and (commercial) operation and deploys her knowledge for innovative, realistic and fundable business development where the user always comes first. She is experienced and pragmatic and has an unrivalled ability to enthuse others about integrating design thinking from the very beginning of their projects.

Professional Experience

- 2019 – present** **Project manager & Service design specialist**
BLOC - Next Generation Development
- 2019 – present** **Founder**
Bureau Caleidoscoop, agency for project management in service & experience design and marketing
- 2018 – present** **Service & Experience Design consultant**
/LAB agency for service & experience design
- 2018 – present** **Sales manager**
Tapperuse, pay-per-use app for leisure
- 2015 – 2018** **Commercial manager, Horeca & Hospitality**
Albron, Horeca & Hospitality Department
- 2013 – 2015** **Marketing and Sales Manager**
Theater Orpheus, Apeldoorn
- 2011 – 2012** **Marketing and Sales Manager**
Venlo Region Floriade 2012
- 2009 – 2012** **Marketing Manager**
Efteling
- 1999 – 2009** **Head of Sales & Trade Marketing**
The Walt Disney Company Parks & Resorts

Education, Courses and Languages

Education

2015 – 2017	MSc in Business Administration, Nyenrode Business University
1992 – 1996	BA in International Hospitality Management, Hoge Hotelschool Maastricht
1991 – 1992	Exchange student, Lafayette Senior High School, St. Louis, USA
1985 – 1991	HAVO, Christelijk Lyceum Veenendaal

Languages

Dutch, English, French, Spanish

CURRENT PROJECTS

2019 – present

Dutch Mountains (Brainport Eindhoven)

In Brainport Eindhoven, BLOC is working with various partners to create an ultra-modern, high-tech, circular building that will be the flagship of the region. The Dutch Mountains, a design by Studio Marco Vermeulen, is set to become the largest wooden building in the world.