



## CURRICULUM VITAE

# FRED WITTE

**Mobile/ +31 (0) 6 162 167 79**

**Mail/ [fred@bloc.nl](mailto:fred@bloc.nl)**

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

### **Fred Witte**

Fred Witte is a founding partner of BLOC and has been working as an entrepreneur since 2007 at the intersection of area development, mobility and economic development.

Within BLOC, he operates at management and executive level on complex development processes, where strategy, governance and implementation are closely interconnected. He focuses on challenges in which public and private interests converge and translates these into feasible and financeable development perspectives.

Fred's strength lies in structuring complex issues and connecting stakeholders, content and execution. He moves seamlessly between strategy and implementation, ensuring that plans not only provide direction but are also realised in practice.

Since 2016, he has been closely involved in projects related to passenger transport over water, port development and the river cruise sector. In this context, he works on the development of integrated mobility concepts, business cases and implementation strategies, often within public-private partnerships and in close collaboration with governments and market parties.

In 2018, Fred founded the Dutch Delta Cruise Port, where he serves as managing director and is responsible for the positioning and development of the river cruise sector in the Southwest Delta. Since 2025, he is also founder and partner of RiverTender, an organisation focused on dedicated group transport within water-rich metropolitan regions, responding to the growing demand for sustainable and innovative mobility solutions.

Prior to his entrepreneurial career, Fred held various executive and management positions in the tourism and destination marketing sector, including Director of Den Haag Marketing & Events and founder of TLC Group.

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## Core competencies

- Strategic area development
  - Public-private partnerships
  - Complex stakeholder processes
  - From vision to implementation
  - Waterborne mobility & river cruise
  - Economic and spatial development strategies
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## Current roles

### **2014 – present | Founding Partner | BLOC**

Responsible for the initiation, development and realisation of complex area development projects. Works with governments, corporates and public-private partnerships.

### **2018 – present | Managing Director | Dutch Delta Cruise Port**

Founder of the organisation focused on the development and positioning of the river cruise sector in the Southwest Delta.

### **2025 – present | Founder & Partner | RiverTender**

Development and operation of dedicated waterborne transport concepts in metropolitan regions.

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## Selected projects (BLOC)

- Heineken campus development (Zoeterwoude)
- Real estate strategy KPMG
- Dutch Mountains (Brainport Eindhoven)
- Development plan and implementation programme De Ginkel (Ede)
- Area and development strategy Arriva (West)
- Waterborne transport concepts and business cases (Rotterdam, Drechtsteden, Markermeer/IJsselmeer)
- Development and positioning of Dutch Delta Cruise Port

- Quay and investment programme Wantij Dordrecht
  - Development perspective chain mobility passenger transport over water (Drechtsteden)
  - Process management implementation programme Kinderdijk
  - Visitor management development UNESCO World Heritage Kinderdijk
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### Previous experience (summary)

Before 2014, Fred held various executive and management roles within the tourism, leisure and destination marketing sector, including:

- Founder TLC Group (Travel & Leisure Consultancy)
- Commercial Director Northern European Markets (European Camping Group)
- Director Den Haag Marketing & Events
- National Account Manager Netherlands Board of Tourism

In these roles, he was responsible for strategy, organizational development and international market positioning.

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### Board & additional roles

- Chairman and founder Dutch Delta Cruise Port
  - Board member HSMAl (international)
  - Former chairman HSMAl Netherlands
  - Co-founder Nederlands Uitburo
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### Education

Breda University of Applied Sciences (Tourism)

Additional training including Financial Management (De Baak)

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### Languages

Dutch | English | German | French