

# Angelique Lombarts Ph.D.

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**Date of birth:** 26 January 1963



## Professional Career

### Aloaconsultancy

#### Interim manager, consultant, researcher

Clients in both public and private sector (see attached list)

2003 - Present

Activities:

- Assignments in the field of strategy & policy, concept development, marketing, business-planning, feasibility studies, market research
- Advice & research in the field of business travel, tourism, destination marketing, organization culture, public-private partnerships, governance
- Managing multidisciplinary teams in network-/multi-stakeholder partnerships

Results amongst others:

- Realisation of new/improved organizational structures and processes aligned with organizational cultures
- Development of innovative and result-oriented pragmatic solutions, knowledge & experience
- Professionalization, design and optimisation of organizational processes and its people
- Formation of teams, managing and stimulating of professionals in network organizations

### CLC-Vecta (previously: VNC)

#### Managing Director

2003-2007

Activities:

- Advocacy & lobbying in political environment/industry for conference- and meetings-sector
- Change management
- Knowledge dissemination & developing research programs for conference industry

Results amongst others:

- Positioning & branding of Conference sector on national and local governmental level
- Successful merger of associations FbtN, Esah and VNC into CLC-Vecta
- Intensified the cooperation between the hospitality education institutes and corporate industry
- Guest lectures at Stenden, NHTV, Hotel Management School Maastricht

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## Inholland, University of Applied Sciences

### Professor

2007-2015 (average 0,6 FTE)

Activities:

- Conducting various multi-annual research assignments (see publication list)
- Obtaining research grants (a.o. Raak international and Raak MKB)
- Training and managing team of researchers (varying from 5-10 FTE)

Results:

- Improvement of relationship and cooperation between education institute and corporate industry/public organisations
  - Professionalization of teaching staff in research field
  - Valorisation & dissemination knowledge
  - Responsible for several research projects on preventive wellness, performing arts organisations, city marketing, events, curriculum development
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## Profile:

I am an ambitious and involved person with an independent and analytical view on complex processes. My philosophy: even the most complex questions can be solved with a pinch of lightness and humour whereby new partnerships and opportunities may arise. My strength is connecting people and ideas.

## Core values:

*Connection & Respect*  
*Authenticity*  
*Responsibility*  
*Open-mindedness*  
*Humour*

## Core competencies:

*Culturally-socially-*  
*politically sensitive*  
*Result-oriented*  
*Skilled at Networking*  
*Analytic*  
*Involved*

## World Forum

### Commercial Director

2000 - 2003

#### Activities:

- Development, implementation and execution of strategic business plan
- Managing and coaching commercial teams (50/70 FTE: sales-, account- and event management, marketing, and communication)
- Preparation for due diligence and sale of the publicly owned conference centre to commercial enterprise

#### Results:

- Repositioning on (inter) national conference- en events market
- Improvement portfolio & profitability
- Restructuring of organization
- Final responsibility for international conferences and events like the World Climate Conference, World Water Forum, North Sea Jazz Festival

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## Sabbatical

1999

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## PMG International B.V.

### Business Unit Director

1997 -1999

#### Activities:

- Managing & coaching project management teams (60 FTE)
- Stabilizing & expanding Hewlett Packard client portfolio
- Optimising management & processes

#### Results:

- Improvement turnover & client satisfaction
- Development strategy & policy PMG Group
- Expansion office network PMG Europe
- Professionalization teams PMG Group WW

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## Randstad Uitzendbureau BV

### Location manager of 3 offices

1995 -1997

#### Activities:

- Daily management of 30 team members
- Strategy & execution of hospitality policies within Amsterdam region
- Planning & execution of commercial activities for different offices

#### Results:

- Improvement & growth turnover
- Acquisition of renowned, big clients and assignments such as Shell, Krasnapolsky, Draka Kabel, etc.

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## Karena Hotels B.V. (presently part of NH Hotels)

### Director of Sales & Marketing

1991 - 1995

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## Administrative, supervisory & advisory positions:

**2015 – present: Vice-president organization D66 Amsterdam**

Area of responsibilities: member & volunteer management, talent development, professionalization, and diversity (5 teams of 5/6 persons each)

**2014 – present: Member supervisory board, Den Haag Marketing**

**2013 – present: Member supervisory board, Muziekschool Amsterdam**

**2011- 2012: Member advisory commission (Commission Hirsch-Ballin)**

Multi-annual policy plan Art & Culture 2013- 2016

**2009 – 2014 member supervisory board, Recron**

(Association of Leisure entrepreneurs Netherlands)

**2008 – present board member, Samsara Foundation**

The foundation strives to support underprivileged children by offering them education and training

**2008 – 2014 board member, Atlas**

International Association for tourism & leisure education

**2001 - 2007 MPI president MPI NL /board member European Council**

International professional association for meetings & events industry

**2000 - present various jury's and advisory boards**

## Education

**2005 – 2011 PhD Organisation anthropology – Social Sciences VU Amsterdam**

PhD research of complex public-private partnerships in the field of city marketing

**1996 – 1999 Master Social Sciences VU Amsterdam**

Culture, Organisation & Management

**1982 – 1986 Hotelschool Maastricht**

Bachelor Hotel management

**1975 -1982 St. Odulphuslyceum Tilburg**

Gymnasium Bèta

## Courses

**1987 L'Università per Stranieri, Perugia, Italy**

Nima B – ISW

## Languages

<b>Dutch</b>	<b>native speaker</b>
<b>English</b>	<b>excellent</b>
<b>French</b>	<b>excellent</b>
<b>Italian</b>	<b>good</b>
<b>German</b>	<b>good</b>
<b>Spanish</b>	<b>fair</b>

## Publications & Presentations

**2015** Challenges, Dilemmas and Pitfalls of Organizational Ethnography in: Anthropology as a Driver for Tourism Research, Munster, W. (chapter 9) Garant uitgevers

Mapping and performance check of the supply side of tourism education and training. Key findings October 2015. The Centre for Strategy and Evaluation Services assignment of the EUROPEAN COMMISSION Directorate-General for Enterprise and Industry Directorate E — Service Industries Unit E2 — Tourism and Cultural Instruments.

Alphen aan den Rijn. Groene Stad met Lef. Advies van de commissie Citymarketing aan de Economische Adviesraad Alphen aan den Rijn. September 2015.

Grant application (unpublished) “Renewed Balance” – research project in collaboration with including AEB, Adam Marketing, several Adam municipal departments, HVA urban management, UVA and Tilburg University (Raak Pro)

**2014** Research preventive wellness in the Netherlands, Lombarts, A. & Vork, J. in *Praktijkgericht onderzoek verbindt!* Hogeschool Inholland. Den Haag: Inholland.

**2013** *Preventieve Wellness, ook in Nederland Een onderzoek naar trends, kansen en uitdagingen op het gebied van preventieve wellness.* E-book van internationaal RAAK project, Hogeschool Inholland.

**2013** Research on Preventive Wellness in the Netherlands, Lombarts, A. en Vork, J. in Smith, M. and Puczko, L. *Health Tourism and Hospitality, Wellness, Spas and Medical Travel, 2nd Edition* (chapter 39) Routledge.

**2012** Het Cultureel Kapitaal van Den Haag  
Advies Meerjarenbeleidsplan Kunst en Cultuur 2013-2016.

**2011** Strategisch Meeting Management – Naar beter inzicht in processen, procedures en kosten, Lombarts, A. & Rip, I. Whitepaper Airplus International.

**2011** Evenementen werken voor de stad, Breek, P., Vork, J. en Lombarts, A. in: G. Walraven & C.-J. Pen (Red.) *Van de maakbare naar de lerende stad. De praktijkgerichte bijdrage van lectoraten.* (pp. 129- 138) Garant Uitgevers.

*Sport, haar lectoren en kenniskringen*, Lombarts, A., Vork, J. in Sportonderzoek op het HBO. NOC\*NSF.

*Citymarketing in Amsterdam* - Een organisatie-antropologische studie van het publiek-private samenwerkingsverband op citymarketinggebied in Amsterdam, Lombarts, A. Proefschrift. Amsterdam: Vrije Universiteit.

City Marketing: spanningen en uitdagingen in de stedenstrijd. Lombarts, A. in Hospers, G-J, Verheul, WJ. En Boekema, F. *Citymarketing voorbij de hype* (p 15-26).

**2009** Haagse bluf, of het verbindende element in de positionering van Den Haag, Lombarts, A. Beleidsadvieskader Citymarketing Den Haag 2010-2020.

**2008** *From exploitation to exploration – new concepts for the Red Light District of Amsterdam*, -presentatie jaarlijks ATLAS congres, Aalborg, Denemarken, gebaseerd op onderzoeksrapport voor gemeente Amsterdam (lectoraat City Marketing) door A. Lombarts, J. Vork, P. Collin en R. Gerritsma.

**2008** De Hunkerende stad. Bewoners - bedrijven - bezoekers en hun onderlinge interactie en spanningsvelden, Lombarts, A. Rede bij de aanvaarding van het ambt als lector City Marketing & Leisure Management door Drs. Angelique

Lombarts.

**Websites:** <http://www.inholland.nl/onderzoek/Lectoraten/Leisure+Management>

