

***"Hospitality is at the heart of sincere and authentic connection, let's become the unique place to learn this heartwarming way to connect."***

I am a powerhouse with over 30 years of all-round experience in organizations of between 12.000 and 280.000 employees. I love working in Transformation & Change journeys in the service industry and supporting organizations to achieve their desired business results. Working in a number of senior positions mainly within Accor and Disneyland Paris has taught me one overarching lesson. Namely, that it all comes down to people – their passion, strengths, dreams, and ambition. Within that context, my role is to release the purpose and the positive energy that is in everyone. By trusting them more than they might trust themselves, we can create a transparent workplace culture where people are free to grow by giving access to the tools they need in order to learn and transform. These essentials make it possible to tackle any challenge, no matter how difficult or complex. Ultimately, a people focus approach is the only way to deliver the transformation we need across the hospitality and leisure industry. Today, we need to quickly adapt to the new world of personalization, one that both guests and employees are expecting. Only through cultural transformation will we succeed at bringing the digital, structural and imaginative transformations needed to remain a main player and succeed in our business.



**Caro van Eekelen**

-  
Expert in engaging organizations  
to succeed future proof  
transformations