

FABIAN LINDNER

STRATEGY AND BUSINESS DEVELOPMENT

Pragmatic and results-driven senior manager with a proven track record in the travel and hospitality industry. Extensive experience in developing and executing strategies that drive sustainable growth, commercial performance and organisational development.

I connect people, teams and organisations, building strong collaborations with internal and external stakeholders. With a sharp eye for market developments and opportunities, I drive results, innovation and execution.

As a leader, I create focus and direction, strengthen teams and deliver growth through a combination of empathetic leadership and a strong 'bias for action'.

PERSONAL DETAILS

Fabian Lindner
9 July 1978
Rotterdam (NL)
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EDUCATION

HBO Tourism & Recreation Management (Full-time)
NHTV (BUAS), Breda (NL)
Bachelor of Tourism
Contracting- & Product Management Touroperating
NIMA A & SEPR
1996 - 2000

HAVO / MBO
Sg. G.K..van Hogendorp
Rotterdam (NL)
1994 - 1996

MAVO
O.S.G. J.C. de Glopper
Capelle a/d IJssel (NL)
1990 - 1994

COURSES AND TRAINING

Extended Management Leadership Development
Wisory, Stockholm (SE)
2024 - 2025

Management Drives
Dpo2, Rotterdam (NL)
2022

Personal Coaching
Touch2, Rotterdam (NL)
2016

Various professional courses and Training programs
2005 - 2019

WORK EXPERIENCE

FOUNDER / OWNER **2024 - present**
Travalue

Consultant in travel, tourism and hospitality (national and international).

Areas of expertise:

- Strategic Advice
- Business development

HEAD OF SALES & MARKETING **2024 - 2025**
Apollo Reizen (part of DERTOUR Group)

Responsible for leading, transforming and developing the local Sales, E-commerce and Marketing-organisation.

- Managing NL-Sales, E-commerce, Marketing team and Contact Center (6 FTE)
- Budget responsibility for Marketing NL (EUR 1,6 mio)
- P&L: financial responsibiiity for profitability (EBITA)
- Optimizing customer satisfaction (Repeater Rate: 10%, Net Promotor Score: 50)
- Increasing brand awareness
- Differentiating brand and product portfolio (Apollo Sports: 15%, Concept Hotels: 35%, Groups & Incentives: 10%)
- Driving organic growth (yield & revenue management (EUR 6,7 mio), passenger volumes 10.000 and occupancy rate: 96%)
- E-commerce and Performance Marketing (traffic and conversion, CVR 0.19%)

As of November 1, 2025, my role and team were made redundant due to the centralization of Sales, E-commerce and Marketing activities from The Netherlands to Sweden.

MANAGER BUSINESS DEVELOPMENT **2024**
Viabus

Responsible for repositioning, differentiating and developing the tour operator brand Effeweg.

- Implementation of a new Business Development strategy for touroperator brand Effeweg
- Development of the product group Cruises

EXPERTISE

- Leadership
- Changemanagement
- Strategic and commercial planning
- Stakeholdermanagement
- (New) Business and Product development
- Acquisition
- Negotiation
- Accountmanagement
- Networking

CORE COMPETENCIES

- Entrepreneurial
- Connecting
- Action oriented
- Flexible
- Empathetic
- Open minded

LANGUAGES

Dutch	Native
English	Excellent
German	Good
French	Reasonable
Spanish	Reasonable

OTHER ACTIVITIES

VvE Bergse Stadshof
Member Audit Committee
Rotterdam (NL), 2021 - present

VvE Flatgebouw Nieuw Walenburg
Board Member
Rotterdam (NL), 2019 - 2020

Secretary
Rotterdam (NL), 2013 - 2014

INTERESTS

- Travelling
- Football
- Running (Marathons: Rotterdam in 2023 and 2025)

WORK EXPERIENCE – CONTINUED

BUSINESS DEVELOPMENT MANAGER TRAVEL TRADE **2018 - 2023**
Rotterdam Partners (Tourism Board)

Responsible for the development, implementation and execution of the B2B tourism strategy for the city of Rotterdam. Development of a strategic partnership with Eurostar and new business with Scandinavian travel companies.

- Developing, coordinating and implementing tourism strategy of Rotterdam
- Translating strategy into concrete national and international marketing and promotional activities
- Representing Rotterdam at international travel trade fairs and workshops
- Initiating and realizing partnerships for joint B2C campaigns and promotional activities
- Preparing and executing annual plans and budgets
- Managing strategic relationships with stakeholders and partners
- Acting as strategic advisor to local partners and international travel companies
- Proactively identifying and anticipating trends and market developments in inbound tourism
- Acquiring new, relevant partners for the Rotterdam Partners network
- Budget responsibility for the Tourism Board (EUR 2,5 mio)

As of January 1, 2024, my role and team were made redundant due to budget cuts and reorganisation.

OTHER WORK EXPERIENCES

KEY ACCOUNT MANAGER FLEETSALES **2018**
VKV Groep (van Mossel)

YIELD MANAGER **2017**
COMMERCIAL PRODUCT & REVENUE MANAGER **2015 - 2017**
Thomas Cook

COMMERCIAL MANAGER PRODUCT **2015**
Prijsvrij Vakanties

HEAD OF SUN SUPPLY **2013 - 2014**
HEAD OF PRODUCT & CONTRACTING **2012 - 2013**
CONTRACT MANAGER **2005 - 2012**
Sunweb Group

PRODUCT & CONTRACT MANAGER **2003 - 2005**
De Jong Intra Vakanties

BUYER PACKAGE HOLIDAYS **2001 - 2003**
D-reizen

PURCHASING EMPLOYEE **2000**
L'Tur

REFERENCES AVAILABLE UPON REQUEST