

Ellen Leenhouts (1965)

Education

Qualifications Health Care Management, Erasmus University
Rotterdam

Languages Dutch Native
English Fluent

Professional experience

Profile

Ellen's passion is to get the best out of people, companies and brands. Her dynamic approach leads to ownership and passion. Her ambition is to bring (back) entrepreneurship in a person or company. She is very good in discovering insights and translating these into new and unconventional strategies and actions that lead to personal and/or business growth.

Career History

- Partner/owner Business Openers (2002-current)
- Independent Marketing Consultant (4 years)
- Marketing Director, IMS Health (2 years)
- Marketing and Sales, Procter & Gamble Pharmaceuticals (7 years of which 5 years marketing)
- Manager at University Hospital Leiden (2 years)
- Staff member in combined elderly/ nursing home (2 years)

Other

Co -writer of 'Internal Branding in de praktijk, het merk als kompas'.

This book has been elected Marketing Book of the Year 2008.