



RIK VANHOOF

STRATEGIC HEALTHCARE LEADER

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Eyckeveld 36
3370 Boutersem

Education

Vlerick Business School

Master General Management

Advanced 360° business training in Strategy, Corporate Finance, and Leadership.

2017-2018

Magna Cum Laude

KU Leuven

Master Drug Development

Bachelor Pharmaceutical Sciences

2012-2017

Cum Laude

Strategic Milestones

Word Hartstarter Campaign

Spearheaded this nationwide campaign, successfully increasing public engagement and visibility through a multi-channel media strategy (TV, Radio, Digital).

National CVD Plan

Actively contributing to the development and advocacy of the first Belgian National Cardiovascular Disease Plan, engaging with federal policymakers and healthcare cabinets to prioritize heart health on the political agenda.

CVD Patient Umbrella Platform

Built a national umbrella organization bringing together Belgian CVD patient associations under a shared advocacy structure.

Languages

Dutch - Native

French - Fluent

English - Fluent

About me

Rik Vanhoof is General Manager of the Belgian Heart League, Belgium's leading cardiovascular non-profit, where he holds full P&L responsibility and serves as strategic advisor to the Board of Directors. Since 2023, he has driven a fundamental organizational transformation, significantly growing the League's income and total assets. He spearheaded the Word Hartstarter Campaign, a nationwide cardiac arrest activation initiative, and is an active contributor to Belgium's first National Cardiovascular Disease Plan. He serves as Board Member of HealthNest and is active in the Alliance for a Smoke-Free Society. A trilingual spokesperson (NL/FR/EN) with experience in TV interviews and keynote presentations, he combines a Master in Drug Development (KU Leuven) with a Master in General Management (Vlerick Business School).

Experience

General Manager

Feb 2023 - ...

Belgian Heart League

EXECUTIVE LEADERSHIP

Hold full P&L and operational accountability for a national non-profit dedicated to cardiovascular disease prevention.

BOARD GOVERNANCE

Serve as a strategic advisor to the Board of Directors, organizing board meetings and steering long-term organizational policy.

STRATEGIC GROWTH & IMPACT

A fundamental strategic transformation has taken place with significantly growing both the organization's income and total assets within three years.

STAKEHOLDER MANAGEMENT

Strengthened engagement with policymakers, healthcare professionals, industry leaders, and patient advocacy groups.

BOARD MEMBERSHIP

Board Member of HealthNest (health literacy coalition) and active member of the Alliance for a Smoke-Free Society, contributing to upstream CVD prevention advocacy.

Product Manager Cardiology

Aug 2018 - Jan 2023

Sales Coach

Bayer

BRAND STRATEGY

Directed operational and strategic marketing for the launch and lifecycle management of a cardiovascular blockbuster brand.

TEAM LEADERSHIP

Coached and managed a field sales team of 10 representatives to ensure successful market entry.

CORPORATE GOVERNANCE

Selected as a Young Advisory Board Member, challenging the Country Leadership Team and acting as a sounding board for emerging talent.