

Biography of Ramses Meijer

SVP, CEO, COO / Travel and FinTech

Charlotte, NC, US



Ramses Meijer

Negotiated with Google, CNN, and Equifax.

[Ramses "Rams" Meijer](#) has built an impressive career as an experienced operator in the fintech and travel industries, successfully managing large multi-million dollar businesses. His expertise spans a broad range of disciplines within online technology, including product management, marketing, sales, analytics, business development, call center operations, and overall company management. His leadership skills have been demonstrated through his ability to manage large, geographically dispersed teams, driving fast optimizations, substantial growth, and the implementation of long-term strategies. His holistic approach to business management ensures that every component of an organization works synergistically towards achieving common goals, leading to enhanced performance and profitability across the board.

Driving Growth and Innovation at WerkMagic

Meijer has channeled his extensive expertise into founding WerkMagic, a North Carolina-based full-service property management, marketing, and consulting company. As the owner and CEO, he has infused WerkMagic with his deep understanding of sales and marketing strategy, people management, company culture, online marketplaces, and organizational leadership. His vision for WerkMagic is to provide comprehensive, tailored services to short-term rental owners, enabling them to maximize their investments. Under his leadership, WerkMagic is poised for significant growth, leveraging his strategic insights and commitment to innovation. His ability to blend strategic foresight with practical execution has positioned WerkMagic as a rising leader in the property management industry.

Significant Contributions at LendingTree

Rams Meijer's nearly five-year tenure at LendingTree is marked by significant accomplishments that highlight his strategic prowess and operational expertise. Starting as General Manager responsible for critical product lines like credit cards, student loans, and auto loans, he quickly advanced to Vice President and later to Senior Vice President of General Management Operations, overseeing all of LendingTree's marketplace businesses. During his time at LendingTree, he managed an impressive

\$700 million in annual revenue, taking full ownership of P&L, business strategy, operations, and execution across multiple business lines and brands. His leadership was instrumental in driving the strategic direction of the company, leading core vertical teams that included general managers, product developers, sales, marketing, analytics, finance, and technology experts. He also played a crucial role in integrating acquired brands, enhancing LendingTree's overall market presence, and driving improved conversion rates in the company's credit card and business loan verticals.



Ramses Meijer

Managed product, marketing, sales, and operations.

Strategic Leadership at Expedia Group

Before his successful tenure at LendingTree, Ramses spent six years at Expedia Group, where he held several key positions, culminating in his role as General Manager of North American brands, including Orbitz, Travelocity, and CheapTickets. His leadership at Expedia was marked by his ability to drive brand innovation and market growth through creative and forward-thinking campaigns. Campaigns such as "Just Like That," "Travel with Pride," and "Santas in Santa Monica" demonstrated his

talent for aligning brand messaging with consumer values and cultural trends, significantly enhancing brand visibility and customer engagement. His ability to successfully manage and grow these brands is reflected in his rapid ascent within the company, where he received three promotions in six years. His strategic insights and innovative approach to brand management were critical drivers of Expedia's success during his tenure.

A Solid Foundation in Hotel Sales and Marketing

Meijer's career began in hotel sales and marketing, where he gained 14 years of valuable experience working with some of the world's most prestigious hotels. His roles included Senior Sales Manager at InterContinental DC & Chicago, Director of Sales at Omni Hotels Dallas, Director of Sales & Marketing at Bel Air Hotel The Hague, and Director of Sales at The Langham Hotel Chicago. This extensive background in hospitality provided him with a deep understanding of sales, marketing, customer service, and brand management, all of which have played a crucial role in his later success in the fintech and travel industries. His ability to navigate the competitive landscape of hotel sales and marketing laid the groundwork for his subsequent achievements, enabling him to apply his insights and skills to a broader range of business challenges.



RAMSES MEIJER

Improved LendingTree's credit card vertical.

Global Perspective and Family Life

Born in Doetinchem, The Netherlands, Ramses has a global perspective shaped by his diverse experiences and international education. He attended NHL Stenden Hotel Management School before moving to the United States in 1999 to complete his bachelor's degree in hospitality, including a year-long internship with the Ritz-Carlton Company, where he earned several awards. Fluent in English, Dutch, and German, His life and career have taken him across multiple cities and countries, including Doetinchem, Leeuwarden, Atlanta, Washington, DC, Chicago, Dallas, and Charlotte. He is married to April, and together, they have a daughter, Maxime, and two dogs, Riley and Remy. He is actively involved in his daughter's education and extracurricular activities, coaching her YMCA volleyball and soccer teams. The family shares a passion for travel and outdoor adventures, often exploring new destinations and enjoying the beauty of nature, particularly in the Carolina Mountains and during their annual ski trips to Utah and Colorado.

Passionate About Sports and Athletics

Sports have always been a significant part of Ramses Meijer's life, profoundly influencing both his personal and professional journey. Growing up in the Netherlands, soccer was an integral part of his childhood, and he continued playing the sport until the age of 33. His passion for soccer is mirrored by his older brother, Rogier, who is a professional football coach for the Eredivisie club NEC. After retiring from soccer, he embraced new athletic challenges, completing marathons in Chicago and Las Vegas and participating in the Louisville Ironman in 2018. His dedication to fitness and competition has also led him to participate in various other races, including several half-Ironman events. In recent years, he has rekindled his love for tennis, playing in local leagues in Charlotte, and has taken up pickleball. His active lifestyle reflects his commitment to physical fitness, the joy of competition, and the discipline required to achieve excellence in both sports and business.

Ramses Meijer

Expertise in sales, marketing, and leadership.



Skilled in DIY Projects

In addition to his professional achievements and athletic pursuits, Ramses is an avid DIY enthusiast who takes great pride in improving and beautifying his home. His hands-on approach and attention to detail are evident in the various projects he has completed, including the construction of a new 25x20 composite deck, an 80-foot yard fence, and an outdoor swing set. His skills extend to interior home improvements as well, such as renovating the laundry room and updating the fireplace with new cabinetry and a backsplash. These projects allow him to express his creativity and craftsmanship, providing a sense of accomplishment and enhancing the comfort and aesthetic of his home. His dedication to DIY projects is a reflection of his broader commitment to excellence in all areas of his life.

Dedication to Community Service

Ramses Meijer and his family are deeply committed to giving back to their community through various forms of service and philanthropy. He volunteers his time coaching at the YMCA, where he plays an active role in supporting youth sports programs and helping young athletes develop their skills. He also dedicates time to volunteering at food pantries, homeless shelters, and organizations like Loaves and Fishes, where he contributes to efforts aimed at helping those in need. In addition to his hands-on involvement, the Meijer family financially supports several charitable organizations each year, reflecting their commitment to making a positive impact on the lives of others. This dedication to community service is a core value that drives their actions and interactions, both locally and globally, reinforcing their belief in the importance of contributing to the greater good.



Ramses Meijer
Senior VP at LendingTree, managed \$700M revenue.

WORK EXPERIENCE

WerkMagic

Chief Executive Officer

Skills: Marketing Strategy · Commercial Operation · Online Marketplace · Sales Management · Growth Strategies

July 2024 - Present | Charlotte, North Carolina, United States

Credit.com

Interim CEO

Skills: Marketing Strategy · People Management · Organizational Leadership · Culture Change · Revenue & Profit Growth

June 2024 - July 2024 | Salt Lake City, Utah, United States

LendingTree

Senior Vice President, General Management Operations

March 2023 - April 2024 | Charlotte, North Carolina, United States

LendingTree

Vice President, General Management Operations

March 2021 - March 2023 | Charlotte, North Carolina, United States

LendingTree

General Manager, LT Marketplace (Credit Cards, Student & Auto Loans)

September 2019 - March 2021 | Charlotte, North Carolina, United States

Expedia Group

General Manager North America brands

June 2017 - July 2019 | Chicago, Illinois, United States

Expedia Group

Director, CheapTickets

May 2016 - May 2017 | Chicago, Illinois, United States

Expedia Group

Director, CheapTickets

May 2016 - May 2017 | Chicago, Illinois, United States

Expedia Group

Director, Market Management, Chicago & Midwest (Sales and supply)

August 2014 - May 2016 | Chicago, Illinois, United States

Expedia Group

Area Manager

EDUCATION

Christelijke Hogeschool Nederland

Bachelor's Degree, Hospitality Management
1996 - 2000