

Dear Rob and Eimir,

I would like to be involved in the further development of ice climbing.

I think I can be helpful giving input with my experience over the last 17 years of competition ice climbing.

I would especially like to focus on the safety aspects and get into improvement of safety materials for speed ice climbing.

Also other safety aspects on lead competitions like structure, holds and anchor points are in my field of expertise. I'm industrial product designer (ing.) focused on engineering climbing hardware such as ascenders for tactical/police forces and I'm IRATA Level 3 engineer.

I'm looking forward to contributing, bringing ice climbing to new and even higher standards in a safe environment that is inspirational for current and future athletes.

all the best,

Dennis van Hoek



## ING. DENNIS VAN HOEK INDUSTRIAL PRODUCT DESIGN

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### OBJECTIVE

I want to engineer the best working climbing gear and give it the sleekest design focused on user friendliness. In this way I want to push the boundaries of climbing even further.

### SKILLS & ABILITIES

I have been designing climbing hardware over 20 years and last 10 years as a profession. Testing it in the field on expeditions and in the backcountry. Using creative skills and SolidWorks to substantiate.

## WORK

### Verticallife, NETHERLANDS

2019-PRESENT

Freelance IRATA L3 technician, Product developer, product design, engineering and production of climbing hardware and sales true my webshop.

### TAGS SYSTEMS, NETHERLANDS

2015-2019

Product development manager; management, product design, engineering and production of tactical climbing hardware implementing ISO 9001.

### EDELRID, GERMANY

2013-2014

Junior product designer; design and engineering of climbing hardware for industrial and recreational use.

### PETZL, FRANCE

2012

Trainee product designer and engineering; design of climbing hardware for industrial/first responder use.

## EDUCATION

### HRO HOGE SCHOOL, ROTTERDAM, BACHELOR OF APPLIED SCIENCE

2009-2013

Bachelor Student Industrial Product Design Engineering. Learning the basics of creative processes, brainstorming, researching, sketching, visualization 3d CAD, mechanical engineering, materializing and production processes. Besides of theoretical classes we had "real" design projects working in small teams going through the entire "design cycle".

## VOLUNTARY WORK

I have been a Boy Scout from childhood on, been scout leader and worked at the Kandersteg International Scout Centre. Team Leader of the National Ice climbing team since 2010 and competing from

2008- present. Teaching, training and selecting team members, organizing climbing related events, gatherings and lectures. I have been member of the Expedition Academy Team of 2014-2015. Training the current Expedition Team.

## OTHER

Before my Bachelor studies I studied at High School to become Outdoor Instructor (climbing, kayak, ski, mtb, running, navigation etc.) at CIOG from 2003-2007. I worked 2 years fulltime as Rope Access Technician at Height Specialists. And still work here every now and then.

Detailed resume

2019 Present Verticallife

- Freelance work in Rope access IRATA Level III  
From -20C complex working environment construction work to inspection and placing certified anchor points
- Product development and production  
TAGS Systems HD DELTA system full design process and production set-up in UK  
Verticallife drytoolholds design and outsourcing production  
Ice climbing picks and crampons design and outsourcing production
- Webshop in Ice climbing gear  
Sourcing products and hard to get items for ice climbing

2015-2019, Tags systems: <https://tags.systems>

Position: Product development manager

Management and product design for Tactical climbing hardware\*

- Range of new titanium boarding hooks
- Fifi hook kit
- Rescue/ rigging tripod - Quick release systems
- Field testing hardware
- Implementing the ISO 9001 into work system
- Managing production and engineering in the UK

2006-present, National Ice climbing team

Position: World-cup Ice climbing athlete for the Royal Dutch Climbing and Mountaineering Federation (NKBV).

- Team Leader of the Dutch Iceclimbing team
- Competing in the world cup circuit over 15 years.

Best results:

- European First place overall, speed 2018
- European second place overall, lead 2018 2019, 2022 and 2023
- National Ice climbing champion, lead 2016-present

- Worldcup Saas Fee winner, Speed 2014

Side activities are recruiting and training of new members for the team since 2009.

Giving workshops, lectures and training focused on any type of climbing (alpine, ice, trad, sports).

2013-2014, Edelrid: <https://www.edelrid.de>

Position: Junior product designer

Working on the hardware department on different products\*

- Specialised iceclimbing [drytooling] holds
- Tool carriers, such as 'Edelrid SM-clip'
- Safe buckles with dual-action system for work-safety harnesses
- Mechanical rope shortener for lanyards
- Back-up devices for industrial climbing use

2012 , Petzl: [www.petzl.com](http://www.petzl.com)

Position: Trainee

Working on anti-panic for the fire department version of the Grigri (Exo).\*

Implementing this anti-panic function on the Grigri 2.

\* Due to the confidential nature of the work not all details of the designed and engineered products can be shown until the products are officially released.

2009-2013 HRO University of Applied Science Rotterdam

Position: Student Industrial Product (bachelor's in engineering)

- Creative processes
- Brainstorming
- Researching
- Patent research
- Sketching
- Prototyping
- 3D CAD (UN-G SW)
- Materializing

- Production techniques
- Testing/standards

2007-2015, Height Specialists

Position: Outdoor Instructor and Rope Access Technician

- Industrial rope access (IRATA level II)
- Photography at height
- Instructing Recreational abseil and ziplines
- Opening buildings/special occasions with “stunt rappels” on location

2003-2007, CIOS Goes, the Netherlands

Position: High School Student specialization for Outdoor Instructor in:

- Climbing
- Hiking
- Mountainbiking
- Snowboarding
- Skiing
- Kajaking
- Trailrunning
- Navigation and Orientation

1992-2013: Scouting Nederland

Position: Boy scout

2011-2013 Scout leader

References:

Maarten Kalis , [maartenkalis@gmail.com](mailto:maartenkalis@gmail.com)

Teacher HRO university of applied science Rotterdam

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Former College and Product Development Manager at BBB Cycling.

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Senior Product designer at Edelrid GMBH (former product Development Manager)