



GoCamp Taps Camila Ramirez as New CEO

—The seasoned RV industry entrepreneur will lead the unique peer-to-peer camper van rental company as it expands nationally—

Birmingham, Ala. (April 4, 2022) – [GoCamp](#), the boutique camper van rental service with a curated selection of unique, individually owned vans, has named [Camila Ramirez](#) its new CEO. Deborah Kane, GoCamp’s founder and former CEO, will remain with the company in the role of founder and chairwoman.

Ramirez has vast experience in the van rental space, as well as hospitality start-ups and technology companies. She was co-founder and CEO of [Overland Discovery](#), a Colorado-based company that began as a camper van and RV rental service and evolved into a comprehensive online hub for van life, RV life and overlanding. Prior career stops include the data cloud networking company [Snowflake](#), where she led a sales development team, and [WeWork](#), where she worked in community management. She also supported Latinx entrepreneurs through her role as a scout with [Vamos Ventures](#), a venture capital firm focused on diverse founders. In December 2021, she joined GoCamp as sales director.



“With her strong business background and understanding of the outdoor industry, Camila is the perfect person to drive GoCamp as the company expands beyond the West,” said Kane. “Camila launched her own successful startup, so she knows what it takes to grow a brand while keeping it true to its roots. She also brings with her a deep connection to the van community and knowledge about the needs of both van renters and owners. And I’m especially thrilled to hand over the GoCamp keys to another female entrepreneur, given how underrepresented we are in the RV industry.”

“GoCamp is an inspirational company with tremendous growth potential, and I’m honored to take the wheel as we continue this exciting journey,” said Ramirez. “With our upcoming national expansion, we're excited to build on our success in the West and make camping easy across the U.S. We will continue to invest in our team, technology, and industry partnerships to provide the best experience possible for both renters and van owners across the country.”

GoCamp was founded in 2017 by Kane, who saw the potential of bringing the property-sharing model used by companies like Vacasa and Airbnb to the RV space. Through this peer-to-peer platform, owners can monetize their camper vans by renting them through the GoCamp website, and renters can experience van life without making a huge investment in a van of their own. The GoCamp fleet is select and curated, featuring friendly, knowledgeable owners of high-quality camper vans—from Volkswagen Vanagons and Eurovans to newer Mercedes-Benz Sprinters, Ford Transits, Dodge Ram ProMasters, Storyteller Overland MODE 4x4 adventure vans, specialty conversion vans, and more. GoCamp distinguishes itself from other RV rental services by solely offering camper vans, and by providing personalized, on-call service throughout the entire process, from listing and booking until the end of the journey.

Currently there are about 150 GoCamp camper vans available to rent in prime recreation markets like Asheville, Denver, Los Angeles, Phoenix, Portland, Salt Lake City, San Francisco, San Diego and Seattle. In 2022, GoCamp is expanding to include key outdoor recreation markets in the Midwest and the eastern U.S.

GoCamp was acquired in 2021 by Birmingham, Ala.-based adventure van manufacturer [Storyteller Overland](#), and the company committed to continuing GoCamp’s tradition of female leadership. In addition to Kane and Ramirez, GoCamp’s leadership team also includes Candice Kozark, owner success director, Janice Hsu, COO, and Kelli Martinelli, director of customer service.

About GoCamp

Founded in 2017, GoCamp is a premium, boutique camper van rental service, offering novice and seasoned adventurers alike a curated selection of unique, fully equipped vans. Its driving goal: make camping easy. Gocampcampervans.com

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