



# Greetje Demuelenaere

**comma,**

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Date of birth      Bruges, October 28, 1971 (Belgian)  
 Married to        Wouter Casteleyn  
 Mother of         Emma (\*2002) & Matteo (\*2003)  
 Hobbies            Cycling, skiing, meditating, pilates, gardening  
 Personality        MBTI - INTJ / Insights - helper / Belbin - co-ordinator

## experience

**comma,**

15/10/2004 - ...

**comma, brand strategists**  
Founder & owner, CEO & strategist

Torhoutsesteenweg 411, 8210 Zedelgem -  
www.brandstrategists.be - 20 teammembers

Comma tackles strategic business cases and delivers a full branding and transformation rollout. Our highly qualified team of entrepreneurial experts make your brand invincible. Working together in our inspiring hub enables your brand to excel. Comma is more than a partner, it's a part of your company.

- Expert in growth business strategy, finance, marketing & communication
- Member of Thomas More's research project Augmented Customer Involvement, all about AI and VR in customer experience
- Founder of Fastbranding, platform for ready-made unique brands
- Founder of Mindtrix, ease-of-mind focus tools
- Founder of Tiyi, fair-trade tea straight from the tea plantation in Malawi
- Editor-in-chief of the first issue of Imag, the bimonthly insurance and finance magazine in October 2006 + preliminary market research
- Originally starting from finance consultancy, comma ventured into strategic partner for companies and organisations in evolution



1/7/2020 - ...

**Bar Belge**  
Owner - Beer Financial Officer

Start-up beer company - Five beers for a million occasions  
www.barbelge.be



01/09/2018 - ...

**Peace For Talent**  
Human strategists - Improve happiness & let talent grow

Torhoutsesteenweg 407, 8210 Zedelgem - www.peacefortalent.be

Peace for Talent inspires organisations to put people first. We embark on a journey together with leaders and team members. Our destination is development, wellbeing and growth on both personal and organisational levels.



31/01/2001 - 15/10/2004

**Graphic Group, Oostkamp**  
Right-hand to the CEO & marketing manager

- Draw up the company's and business units' strategy
- Help the company grow from 15 to 50 staff members
- Account for Telenet, Nokia and HP



18/10/1999 - 31/01/2001

**dkv International, Brussels**  
Member marketing manager & CEO reporting



08/08/1994 - 18/10/1999

**Allianz (Royal Life), Brussels**  
Marketing communication manager

## mandates

- 2019 - ... Volunteer at Exchange zw
- 2022 - 23 Alinafe: e-commerce growth strategy & plan
- 2022 - 23 Kweza event organiser, focus strategy & follow-up
- 2019 - 20 Satemwa: tea estate of 1700 people in Malawi. Helping frombulk tea to speciality tea
- 2022 - ... Advisory Board Member of Multi Bazar
- 2022 - ... Advisory Board Member of Herman Autoparts
- 2021 - ... Road captain of VOKA Vélo
- 2020 - ... Board member of Tribe Global, independent international agency network of 2,800 members in 33 countries
- 2015 - ... Member of the Toekomstmakers, invitation-only innovation network in Bruges
- 2014 - ... Board member of VOKA West Flanders and member of the local board
- 2013 - ... Counsellor at Bryo - Voka
- 2007 - ... Founder and board member of Fietsvedetjes, one of the first women's cycling teams with 40 keen and passionate ladies

## previous mandates

- 2021 - 23 Ambassador & auditor at X Kwadraat network organisation
- 2021 - 23 Advisory board of Cool Electric Cycles
- 2016 - 22 Board member at BAM, the Belgian Association of Marketing
- 2018 Board member at BELVOSUR, association to help underprivileged children in Suriname

## awards

- 2021 Genderequal entrepreneurship for X2 kwadraat - auditor and ambassador
- 2015-14-13 Sustainable business charter
- 2011 Number 2 at the Womed Awards, Women Entrepreneur of the Year - first prize in the popular vote
- 2010 KMO-winner for most customer-oriented SME (final round)
- 2008 Winner of most creative entrepreneur

## education

2016 - ...

**Vlerick Business School**  
Annual 'Beyond excellence' track

2013 - 2015

**Vlerick Business School**  
SME Excellence

Bachelor

**Graphic design**

Postgraduate course

**Direct Marketing**

**Communication management**

HIBO, Ghent, Belgium, with honors

Final dissertation: "Tab, the original Levi's magazine, research into the brand recognition and advertising effect of Tab magazine in the Dutch-speaking part of Belgium"

## languages



Dutch



French



English



German

