



Greetje Demuelenaere

comma,

phone: +32 478 21 42 15 - greetje@brandstrategists.be - Torhoutsesteenweg 409, 8210 Zedelgem (Belgium)

Date of birth Bruges, October 28, 1974 (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



15/10/2004 - ...

comma, brand strategists
Founder, managing director - finance & strategist

Torhoutsesteenweg 411, 8210 Zedelgem - www.brandstrategists.be - 16 teammembers
comma, is a strategic B2B marketing agency dedicated to entrepreneurship. Our core values are passion & commitment and our aim is to achieve exceptional co-creation between our clients and experts. As our motto goes, 'Fly high and enjoy the ride!'

- 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 Mindrix, 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 - ...

BEBOB
50% owner - managing director
Beer Financial Officer



BAR BELGE
Start-up beer company with a bronze award in the World Beer Festival 2020.

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

- 2021 Ambassador & auditor at X Kwadraat network organisation
- 2021 Advisory board of Cool Electric Cycles
- 2021 Road captain of VOKA Vélo
- 2020 Board member of Tribe Global, independent international agency network of 2,800 members in 27 countries
- 2019 Volunteer at Exchange vzw
- 2018 Board member at BELVOSUR, association to help underprivileged children in Suriname
- 2016 Board member at BAM, the Belgian Association of Marketing
- 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 Fietsvedettes, one of the first women's cycling teams with 40 keen and passionate ladies

awards

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

education

2016 - till now

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"

languages



Dutch	██████████	██████████	██████████
French	██████████	██████████	██████████
English	██████████	██████████	██████████
German	██████████	██████████	██████████