

JENNIFER GOBIET

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PROFILE

Strategic business leader with proven success in commercial strategy, financial management, and organizational transformation. Track record of driving revenue growth, optimizing operations, and building key stakeholder relationships. Solution-oriented professional who challenges the status quo while combining analytical thinking with innovative vision to deliver sustainable business results and market expansion.

KEY LEADERSHIP ACHIEVEMENTS

- Scaled investment portfolios by **100%** (2023-2024) at Casa Kafka Pictures
- Improved P&L by **15%** through operational efficiencies and strategic initiatives
- Secured **€3.5M** in investments through strategic partnerships and C-level relationships
- Acquired **50+ corporate clients** and established new revenue channels
- Implemented digital solutions resulting in **35%** revenue growth
- Built and maintained relationships with key business partners and high-value investors

PROFESSIONAL LEADERSHIP EXPERIENCE

CASA KAFKA PICTURES | National Investor Relations Manager | 09/2022 - Present

- Lead commercial strategy development, resulting in **100%** growth of investment portfolios
- Cultivate and leverage C-level relationships across industries, securing **€3M+** in strategic investments
- Architect innovation partnership strategies that delivered **35% revenue growth** and expanded market reach
- Conceptualize and implement high-profile stakeholder engagement events, significantly enhancing brand positioning and market influence
- **Cross-functional leadership:** Coordinated business services, legal, production and sales teams to align company goals

ING BELGIUM | Investment Officer | 08/2018 - 09/2022

- Managed investment transactions up to **€20M**, coordinating with top financial institutions
- Developed and led a Lean Six Sigma project, enhancing customer satisfaction by **22%**
- Implemented an AI initiative streamlining **500+ daily** customer interactions
- Served as key liaison between investment teams and high-net-worth clients (min. **€250K invested**)

FREELANCE & CONSULTING | 08/2013 - Present

Strategic Business Consultant | Finance, Investment & Corporate Strategy

- Advise leadership teams on strategic initiatives
- Develop customized expansion strategies for fintech companies
- Negotiate and structure high-value investment deals for private investors

Mystery Shopper & Market Analyst | Customer Experience Consulting

- Executing customer experience transformation projects, improving performance by **25%**
- Deliver market analysis resulting in NPS increases of **12 points**

KEYROCK | Head of Business Development | 09/2017 - 05/2018

- Secured **€900K** in seed & fund investments through strategic negotiations
- Hiring and leading a **team of 5** business developers
- Expanded **B2B & B2C partnerships**, positioning the company as a leader in **crypto market-making**
- Led **strategic expansion initiatives**, driving international business growth
- Represented company at **major international blockchain and fintech conferences**
- Created company's first formal business development framework and growth strategy
- **Cross-functional leadership:** Managed investor relations, marketing, and operations to optimize corporate positioning

SOCIALCOM | Administrative and Financial Director | 10/2015 - 01/2017

- Directed operations for organization with **10 FTE** and **€1.2M** budget
- Managed debt collection processes, recovering **+€350K**
- Oversaw administrative functions and operational processes
- **Cross-functional leadership:** Supervised financial, legal, and administrative teams to ensure operational efficiency

SWIFT | Deployment Specialist | 09/2012 - 05/2013

- Executed **global financial system implementations** across multiple markets
- Received recognition for BT Migration project delivery excellence
- **Cross-functional leadership:** Collaborated across IT and marketing departments to ensure seamless deployment

EDUCATION & CERTIFICATIONS

- Lean Six Sigma Green Belt | 2020
- AI Orange Belt for Managers | 2019
- Master in Finance & Investments | London Metropolitan University, 2015
- Mergers & Acquisitions Training | Boston University, 2012
- Bachelor in Business - International Management | Vesalius College, 2011

ADDITIONAL INFORMATION

- Women on Board Speaker (2023) | TEDx Speaker (2018)
- Ranked C15.2 in Belgian Tennis | Former Professional DJ (2012-2019)