

Press release

Growth Inc. strengthens its team with seven new coworkers

Antwerp, 14 December 2022 – Growth continues to be strong at Growth Inc. In autumn 2022, the strategic communications firm welcomed no fewer than seven new team members at senior and junior levels. After almost seven years since the firm was founded, this brings its total number of coworkers to 22. In recent months, Growth Inc.'s team was significantly reinforced by the arrival of Julie Kerremans and Veerle De Gryse as Senior Communications Managers, Cathérine Haquenne as Senior Advisor, and Maximilian Lenders, Jesse Ruysen, Daniël van Kaam and Adrien Janssen as juniors.

Julie Kerremans has extensive experience in corporate reputation management. For five years, she was a spokesperson for ING Belgium and, before that, for Eurostar. In addition, she gained experience in financial communication at Euronav, the listed oil tanker shipping company. Now she has returned to her roots, having started her career ten years ago as a communications advisor: *“At Growth Inc. I'm going back to my first love: providing clients with communications advice so they can enhance their reputation. I've been following Growth Inc. for some time now and have been impressed by its rapid growth, refreshing approach and entrepreneurial spirit. So I'm proud to be part of the team, and I look forward to offering clients proactive help with their communications strategy.”*

Veerle De Gryse is also exceptionally well-versed in communications and strategy. For decades she worked behind the scenes in politics (at the local, Flemish, federal and European levels), and in recent years Veerle was active in the care sector, among other things helping position the new home care organization i-mens in the market. Veerle has built up a broad spectrum of experience, including in brand building, corporate communications, campaigns, internal communications and knowledge management. *“It's always been important to me to feel a sense of engagement in my work. Everything comes together here at Growth Inc. I am bringing my experience and drive to a fantastic team that complements each other and offers a full package of bespoke advice and ongoing assistance to clients.”*

Cathérine Haquenne has more than ten years of experience in communications, public affairs and public relations. She has both a legal (master's in Business and European Law in Paris) and a political background, having worked at the French Senate and the Brussels Parliament. Cathérine was part of a Belgian PR agency for three years, where she had clients in the tech, retail, automotive, pharmaceutical, aviation and energy sectors. She has a thorough knowledge of the Belgian French-language media landscape. *“I chose Growth Inc. because the Antwerp-based firm attaches great importance to values such as intellectual independence and well-being. What's more, it has an exciting and diverse portfolio of clients with whom I am excited to work.”*

The team of Junior Communications Managers has also been expanded:

- **Maximilian Lenders** studied International Relations at VUB. Following an internship and part-time work, he is delighted to now have a full-time role at Growth Inc.



- **Jesse Ruysen** holds a master's in International Politics. Having completed internships in international diplomacy, he joins the team.
- **Daniël van Kaam** studied Communications, specialising in Public Relations, and gained marketing and public affairs experience at ABN AMRO in Belgium and in Amsterdam.
- Last but not least, the latest to join the team is **Adrien Janssen** who brings to the team his solid experience gained as a consultant at Deloitte. Adrien holds a master's degree in business sciences.

Laura Van Waeyenberge, Managing Partner: *"At the end of 2022, Growth Inc. will be seven years old. We are proud that in that timespan, we have expanded into a firm with 22 members of coworkers and become an established player in the market. We're growing our team with new colleagues that offer strong experience in communications and public affairs in all of Belgium's official languages. Our expanding client portfolio and the complex files in which we act as trusted advisors demand highly talented people. With the arrival of Julie, Veerle, Cathérine, Maximilian, Jesse, Daniël and Adrien, coupled with our existing coworkers, we're able to fully meet our clients' diverse needs."*

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