

# Senior Business Director EMEA

## Stijn Poffé



Stijn is the senior business director of one of the largest client facing teams in EMEA. Focusing on Food & Beverages as well as Beauty, Luxury and Fashion.

He joined Human8 (previously InSites Consulting) in 2011 and has played an important role in the success of multiple teams over the years. He started his Human8 career in the Ghent headquarters, but often supported the Dutch and US teams before moving to the Sydney office in 2018. Here, as a team lead, he was a key driver of the successful integration of the first ever acquired business of the Human8 group. During his 4 years in Australia, he helped move the team forward in terms of commercial strategy, people management, team structure and adoption of the extended Human8 offer.

In 2022 he moved back to Europe – now contributing to the strategy and commercial success of the wider region.

Stijn has a Masters degree in Applied Economics from the University of Leuven and a Masters degree General management of Vlerick Business School. He lives in the city center of Ghent with his wife and daughter and loves to travel the world – visiting friends and family or just exploring new areas and cultures.

