



KATYA DE FREEDERICKSZ

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EXPERTISE

- Entrepreneurship
- Growth marketing
- Coaching & Mentoring
- Presentation skills
- Training & Facilitating
- Women empowerment
- Intercultural Communication
- Leadership

PROFILE

Katya De Freedericksz is an entrepreneur and educator specialising in growth marketing, experimentation, and generative AI training, with a rich background in deep-tech innovation and startup ecosystems. She has mentored over 500 startups, helping accelerators like Techstars and Google for Startups in selecting promising startups and guiding them to scale. Katya's extensive experience includes training teams at global corporations such as Unilever and Beam Suntory, as well as leading impactful workshops in SaaS and EdTech sectors.

PROFESSIONAL EXPERIENCE

Founder

SheRise

June 2023 - Present

SheRise is an educational platform for women entrepreneurs

- Founder and leader of SheRise, a platform dedicated to empowering women in European tech and innovation.
- Developed and implemented comprehensive educational programs combining workshops, expert-led training and coaching to support women founders.
- Recognised by The Break Fellowship, an EU initiative for pioneering women entrepreneurs.

Founder

Boom & Bloom

Sep 2021 - Present

Boom & Bloom provides growth marketing advisory, coaching, workshops, and speaking services

Providing growth marketing advisory, coaching, workshops, and speaking services:

- Consulting and supporting startups in SaaS, EdTech, and GreenTech sectors, providing strategic guidance and growth strategies.
- Supported 500+ startups as a mentor and entrepreneur in residence at the leading start-up accelerators such as Techstars, Google for startups, Seedstars and 2080 ventures across Europe, Asia, US and Middle East and Africa.
- Mentored over 75 GreenTech, energy, and social startups as part of the Rockstart accelerator program in the Netherlands and Denmark.
- Taught courses on online growth and communication at ESEI Business School in Barcelona and Harbour.Space in Barcelona & Bangkok.

Trainer

Growth Tribe

Sep 2021 - Feb 2024

Growth Tribe is a global training organisation empowering individuals and companies with digital skills

- Facilitated AI for business courses, helping over 100 leaders from various sectors understand and implement AI tools effectively.
- Trained and facilitated workshops & group coaching for companies like Unilever, Beam Suntory and Nordea bank.
- Delivered a Growth mindset & leadership workshop in the Czech Republic and Germany for the global leadership team of Boehringer Ingelheim, designing and implementing various hands-on practical exercises.
- Trained multiple teams at Beam Suntory, world leader in premium spirits, in Spain
- Engaged as a speaker in leading on-demand courses.
- Hosted 100+ coaching sessions with over 50 people from F500 companies and fast-growing startups.

Marketing manager

Jamf

Oct 2020 - Mar 2022

Jamf is the standard in Apple Enterprise Management

At Jamf, I was responsible for designing, managing and optimising marketing campaigns to drive customer engagement. Key achievements:

- Designed and executed various multi-channel campaigns driving customer engagement & retainment. Improved all the critical metrics by 11-26% YoY;
- Managing two PR agencies worldwide (NL & Sweden), part of the onboarding team for newly joining PR teams.

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Growth marketer

NewMotion

Aug 2019 - Sep 2020

Europe's largest smart charging solutions provider

At NewMotion, I was responsible for global marketing campaigns that drive customer engagement. Key achievements:

- Designed and executed a variety of demand generation programs that increased quality engagement with key accounts (BWM, Daimler etc) by 18%.
- Developed account-based marketing programs that delivered 19% higher ROI.
- Developed psychographics for digital campaigns to increase the relevance of content.
- Advocated growth marketing philosophy in the team

Digital Marketing Specialist

Hexagon

Aug 2017 - Sep 2019

Global leader in sensor, software and autonomous solutions

At Hexagon, I was responsible for the EMEA marketing strategy:

- Led multi-channel demand generation programs from which lead generation was increased by 22%.
- Created impactful programs that fostered a community of customers through events, webinars and social media, resulted in 26% higher engagement.

VOLUNTEERING EXPERIENCE

Trainer

Forward Inc.

Apr 2022 - Present

As a guest trainer, I support the Digital entrepreneurship program and the Growth program in their mission to help refugee entrepreneurs to build marketing strategies, boost sales and increase investor readiness for their ventures.

Speaker & Facilitator

Ye!Community

Apr 2021 - Dec 2021

I delivered high-impact sessions on personal branding, marketing, and thought leadership to the participants of the Arise Plus Ye! Boost Accelerator program in the Philippines, and the Ye! Community, a global network of young entrepreneurs.

LANGUAGES AND SKILLS

- English: Full proficiency
- French: Intermediate
- Russian: Native
- Certified in Google Analytics & ads
- Advanced in LinkedIn ads
- Experienced in Adobe Creative Cloud
- Certified in Growth marketing
- Experienced workshop facilitator, coach & speaker

EDUCATION

2022

AI for business

Growth Tribe, Certification

2015 - 2016

University of Brighton, UK

M.Sc. in International Management

2009 - 2013

St. Petersburg State University, Russia

B.A. in International Relations

2011

Université de Montréal, Canada

Exchange Program in International Relations