

Position Green accelerates its growth across Europe - appoints Sander Keulen as Managing Director for Benelux

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- ✓ **Position Green identifies the Benelux region as a powerhouse for sustainability, driving triple-digit-growth in 2024**
- ✓ **Sander Keulen brings over a decade of expertise in sustainability, including biodiversity and nature-related risk management, to spearhead regional expansion**

Position Green, a fast-growing leader in sustainability and digital ESG solutions with roots in the Nordics, continues its international expansion with the appointment of Sander Keulen as Managing Director for the Benelux region. This key hire highlights the company's mission to empower businesses to turn sustainability challenges into strategic growth opportunities. Today, Position Green supports customers globally, including prominent names like CITTI, Volvo, DPG Media, Bugaboo, The Irish Times and Heijmans.

Sander Keulen, who holds a Master's degree in Science from Delft University and a Master's of Business from Cornell University, has worked within private equity and has led significant initiatives addressing biodiversity and nature-related risks and opportunities, areas that are becoming critical in corporate sustainability strategies moving forward.



"Joining Position Green at this pivotal moment is an exciting opportunity. The Benelux region is uniquely positioned to lead in sustainability. I look forward to helping organizations meet compliance and use it as a springboard for innovation and impact."

Sander Keulen

Benelux: A key market for international growth

Benelux has emerged as a strategic market for Position Green's international expansion, with 2024 marking a year of triple-digit growth in the region. The company's pipeline of potential new clients remains strong, and Position Green expects 2025 to mirror this success. By deepening its local presence, driving innovations and expanding collaborations with leading companies, Position Green aims to solidify its position as a leader in the global sustainability sector.

"Sander's leadership is central to our growth strategy. His expertise in biodiversity and sustainability aligns perfectly with the needs of our clients. As we expand in Benelux and beyond, Sander will play a critical role in driving both local impact and international growth, says Julia Staunig, Chief Growth Officer at Position Green.

Setting a new benchmark in sustainability reporting

In just a few years, Position Green has emerged as a leading force in ESG reporting and sustainability management, revolutionizing the industry with its innovative combination of tech and advisory services. The company's unique approach both caters to businesses' compliance needs and supports them in managing sustainable growth by integrating sustainability into core business strategies, driving both customers' positive impact and Position Green's rapid expansion.

In 2024, the company expanded to three new markets and grew its customer base from 495 to 750+ customers. Recognized with accolades like the ESG Innovation Award and a spot in Deloitte's EMEA Technology Fast 500, Position Green sets a new standard for scalable, impactful sustainability solutions.

Contact for more information

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About Position Green

Position Green is a leader in ESG software supporting organizations to accelerate their sustainability journey. Position Green's offering combines a proprietary ESG Software with specialized sustainability advisory services and e-learning. In making sustainability measurable and actionable, Position Green simplifies the ESG reporting challenge and helps build robust strategies that reduce risk and create lasting value. Position Green has over 700 customers worldwide and 350 employees across Europe and the US.

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