

CV Brian van Wachem

As the founder of Redsnap, Brian believes in bridging the divide between fintechs, existing financial services companies and technology companies to secure a fair share for all in the future of finance.

Described as “a dealmaker by design”, Brian worked as a board member for a FinTech 50 startup as well as the biggest technology company in the world. He has built up a proven track record within the global Financial Services and fintech Industry

After graduating from The University of Amsterdam in 1995, Brian joined IBM as a Sales Trainee. For several years Brian specialised in software sales for the financial services industry. In 2001 Brian joined RiverSoft, a network management startup, developed the business in the Benelux and ran the business for Northern Europe. After a successful IPO RiverSoft was sold to MicroMuse, which was subsequently acquired by IBM. After returning to IBM, Brian was commercially responsible for the Mid Market Business in the Benelux.

In 2007 Brian moved to Hong Kong, where he covered the commercial activities for the ING Asia Pacific account and the Multinational Insurance Clients for IBM Asia Pacific.

Back in Europe Brian decided to join challenger fintech company Five Degrees as Chief Commercial Officer. During this period Five Degrees quadrupled it's revenues and increased it's customer base sixfold.

In 2016 Brian founded RedSnap. RedSnap operates in two area's: It helps technology companies engage with Financial Services and it consults Financial Services companies on innovation and transformational challenges. As managing partner Brian manages both the growth of RedSnap as well as the growth and commercial success of its clients.

Brian has broad experience in international environments in the areas of complex sales, business development and FinTech strategy. Brian is specialised in developing and implementing business development strategies both within Tech companies as well as the Financial Services sector.

Born in California in 1969, raised in The Netherlands and having worked in Asia, Brian currently lives with his wife and two children in Naarden, The Netherlands.