



Ben Granjé



Ben Granjé is the CEO of VFB (Vlaamse Federatie van Beleggers), the Individual Investor Federation of Flanders/Belgium, since 2019. He holds additional mandates at the Advisory Committee to the Central Labeling Agency of Towards Sustainability (the Belgian ESG fund label), the European Commissions' H2020-Level EEI project team & advisory council. He was appointed to the ESMA Stakeholders Group in 2022 to represent consumers of financial services. Earlier in 2022, Mr. Granjé was part of a Belgian (Brussels Hub) Economic Mission to the UAE (DIFC)

He holds a Master of Psychology degree and is the owner of Beconomics, a consulting firm dedicated to Investor Education & Behavior. Prior experience includes over a decade at Morningstar, a stint at AM/fund company Invesco and several years in Banking/Investment Advisory for CitiGroup. He is co-author of several books on Investment and Financial Behavior, and a speaker at international investment conferences in Europe & USA. Ben is the Publisher of 'De Gids voor de Beste Belegger', a monthly magazine for retail that aims for education, inclusion & guidance towards financial wellbeing.