

Press release

Pluxee appoints Stijn Van Brussel as new Managing Director for Belgium and Luxembourg

Brussels, September 1st 2025 – Pluxee, a global leader in employee benefits and engagement solutions, announces the appointment of **Stijn Van Brussel** as **Managing Director for Belgium and Luxembourg**, effective 1 September 2025. Van Brussel brings nearly 20 years of experience in the financial services and payments sector. Drawing on his industry expertise, Stijn will focus on extending our **leading suite of employee benefits** to clients and employees through **delivering ever more flexible and accessible payment solutions to both merchants and consumers**. He will report to **Sebastien Godet**, Chief Revenue Growth Officer for Asia, Middle East, Africa and Continental Europe at Pluxee. In Luxembourg, Stijn will work closely with **Amandine Bianchi**, who joined Pluxee last July as the new Country Business Operations Director.

Stijn Van Brussel has a strong track record in the **financial services and payments industry**. He joined **Payconiq International SA** in 2020, becoming CEO in 2023. In that role, he successfully expanded operations and led the sale of the company to **EPI (the European Payments Initiative)** – a consortium of leading European banks and payment providers developing **Wero**, a **pan-European digital wallet and instant payments solution**. Later that year, he was appointed COO of EPI.

Previously, Stijn held various leadership roles, including **COO at Bancontact**, where he played a key role in the development of Belgium's leading mobile payment solution and **steered the successful merger between Bancontact and Payconiq Belgium**.

Stijn Van Brussel: *"I am truly excited to join Pluxee and to work together with the team and our partners to continue building a strong and innovative offering for companies, merchants, and consumers in Belgium and Luxembourg. In a constantly evolving sector, I look forward to using my experience to drive growth and explore new opportunities that create value for our clients."*

Sebastien Godet, EMEAA Chief Revenue Growth Officer at Pluxee, commented: *"We are delighted to welcome Stijn to Pluxee. His extensive experience in the financial sector and proven leadership capabilities will reinforce our leading position in employee benefits and engagement in Belgium and Luxembourg. We confidently look forward to the next phase of sustainable growth and innovation."*

About Pluxee

Pluxee is a global player in Employee Benefits and Engagement. In Luxembourg, Pluxee helps companies attract, engage, and retain talent thanks to digital meal and gift vouchers. Pluxee also supports a dynamic community by offering exclusive benefits, regular events, good deals and advice thanks to its many local partners.

Pluxee acts as a trusted partner within a highly interconnected B2B2C ecosystem with more than 95,000 consumers and 2500 merchants in Luxembourg. Globally, Pluxee supports more than 37 million consumers, 500,000 companies, and 1.7 million merchants across 29 countries. Conducting business for more than 45 years, Pluxee is committed to creating a positive impact on local communities, supporting well-being at work for employees and protecting the planet.

Pluxee employs over 5,400 people worldwide, including 250 team members in Belgium and +25 in Luxembourg.

For more information: www.pluxee.lu

About Stijn Van Brussel

Stijn Van Brussel (47) has built a broad career in the European financial and payments sector. After four years at Ubiquis Belgium, he began his financial career in 2007 at KBC Group, where he was mainly focused on the Central European market. In 2012, he became COO at Bancontact, responsible for product, strategy, projects, and operations.

In 2020, he joined Payconiq International SA as COO, based in Luxembourg and Amsterdam, and in 2023, he was promoted to CEO. That same year, he became COO at EPI Company, where he prepared the organization for the launch of the new 'Wero' payment solution.

Stijn combines deep industry knowledge with extensive experience in digital transformation, strategic growth, and mergers & acquisitions. He is passionate about innovation, ecosystem value creation, and developing future-proof payment solutions.

He studied Classical Philology at KU Leuven and the Università Cattolica del Sacro Cuore in Milan, and completed executive programs at INSEAD. He speaks Dutch, French, and English, and will be based in Brussels.

Contacts Media

Aurore Kremer

+352 661 903 010

aurore.kremer@pluxeegroup.com