

Introducing

# Céline De Keersmaecker





INTRODUCING

Céline De  
Keersmaecker

COUNTRY DIRECTOR

Belgium

ABOUT CÉLINE

“As a passionate advocate for clean and reliable energy, I help companies secure their operations by taking control over their electricity supply and costs.”



# Background

Céline De Keersmaeker is Country Director Belgium at iwell, a fast-growing energy technology company specialized in smart energy management software (EMS) and battery energy storage systems (BESS). With an academic background in economics and digital business, Céline started her career at Tesla, where she helped develop the Supercharger network across emerging markets like Israel and the UAE.

Her experience there sparked a deeper interest in the limits of our electricity infrastructure leading her to join iwell, where she is now responsible for the business development and operations in Belgium.

# Background

Driven by a strong sense of purpose, Céline thrives at the intersection of technology, sustainability and business strategy. She believes that companies should have control over their electricity supply, consumption, and costs to ensure business continuity at any time. Therefore she helps organizations to understand and implement intelligent storage systems.

Outside of iwell, Céline is also co-founder of The Matcha Mates, a company importing premium matcha tea directly from Japan, combining entrepreneurship with her passion for health and well-being.



Céline is an ideal conversation partner for topics such as the energy transition, the Belgian electricity market, innovation in smart energy solutions, and the role of young leadership in a traditionally male-dominated sector.



# Possible conversation topics

TOPIC 1

Energy storage as a  
strategic advantage

TOPIC 2

From solar obligation to  
business opportunity

TOPIC 3

Grid challenges and  
business continuity

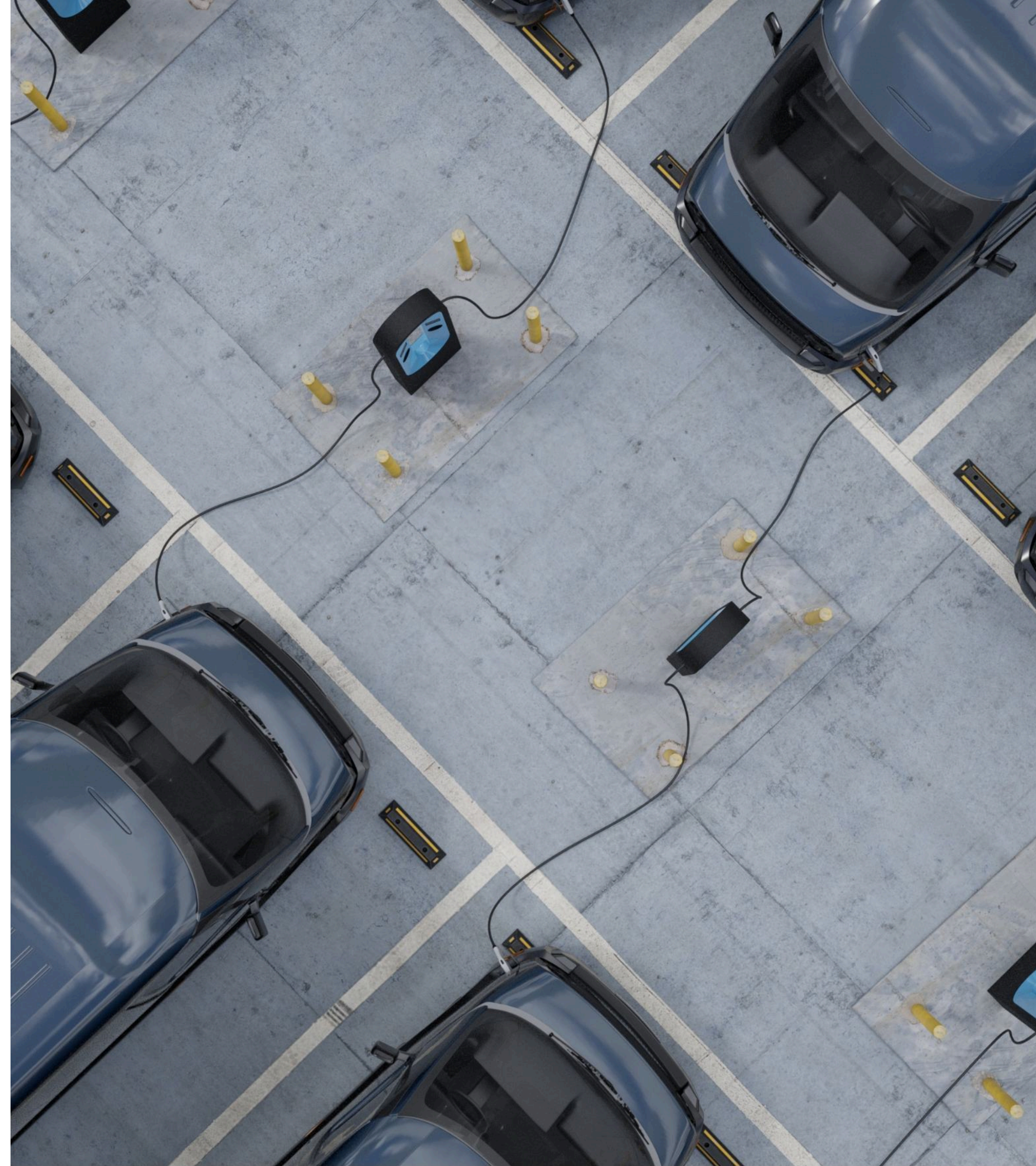
TOPIC 4

Young female leadership in  
a male-dominated sector



## ENERGY STORAGE AS A STRATEGIC ADVANTAGE

In an environment of volatile energy prices, local grid congestion and rising peak tariffs, energy is no longer just a cost, it impacts companies' competitiveness. Céline explains how smart energy software and battery storage can help companies gain control over their energy flows, avoid downtime and unlock new business opportunities. With real-life cases from logistics and industry, she demonstrates how energy flexibility translates into resilience and savings.





## FROM SOLAR OBLIGATION TO BUSINESS OPPORTUNITY

Starting 2026, solar panels will be mandatory for many companies in Flanders but producing energy at the wrong time can become a costly mistake. Céline outlines how businesses can turn this legal requirement into a profitable strategy by storing solar energy and using or selling it when it's most valuable. She shares how forward-thinking companies already use this approach to reduce costs and increase independence.





With potentially more frequent temporary power outages due to upgrade works on the grid in Belgium and local congestion, relying on the grid is increasingly risky. Céline is happy to explain what the challenges of the Belgian grid are, how these put business at risk and what they can do to get more grip on their electricity supply.





## YOUNG FEMALE LEADERSHIP IN A MALE-DOMINATED SECTOR:

As a young woman leading the Belgian branch of an innovative tech company in the energy industry, Céline often finds herself the only woman at the table. She loves to explain how she turns this into an advantage by staying authentic and true to her own values.





Questions?

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**iwell** harmonizing  
clean energy