

## Rebecca Bregant

Co-founder & CMO, PineBerry

### Nationality

German

### Career History

Rebecca is Co-founder and Chief Marketing Officer of PineBerry, a German-Kenyan service provider offering an “Everything-as-a-Service” platform for scaling energy access in emerging markets. She was also President of the Board of Directors at the Alliance for Rural Electrification in Belgium until May 2023, promoting a sustainable decentralised renewable energy industry for the 21st century.

With her background in Strategic Marketing, Corporate Communications and IT Management, Rebecca entered the rural electrification space back in 2016. In the past years, she deepened her digitalization and off-grid expertise mostly from an entrepreneurial point of view, but also on an institutional level as researcher at the University of Neu-Ulm in Germany.

Her mission is to improve lives in emerging markets by unlocking the potential of digitalization and contributing to 14 UN Sustainable Development Goals.