

# LENA BENJAMIN

## Strategic Portfolio | Entrepreneur | Venture Builder | Strategic Adviser

London, United Kingdom • +44 7486 377 700 • [lena\\_benjamin@lenabenjamin.com](mailto:lena_benjamin@lenabenjamin.com) • [lenabenjamin.com](http://lenabenjamin.com)

---

### PROFESSIONAL PROFILE

Business Growth Strategist, Entrepreneur, Author and Strategic Adviser with more than 25 years of experience helping founders, executives, investors and organisations unlock commercial growth, strengthen market positioning and build scalable businesses.

My career spans business development, marketing communications, strategic partnerships, property, client success and commercial transformation across corporate, nonprofit and entrepreneurial environments. Having worked across multiple industries and more than 30 cities globally, I bring a distinctive combination of strategic thinking, commercial insight and practical execution.

Supported by an MBA and a continued commitment to entrepreneurial learning through active engagement with founders, investors, startups and global innovation communities, I advise organisations through Executive Insight Calls, strategic advisory engagements, thought leadership partnerships and keynote speaking.

Alongside my advisory work, I mentor early-stage ventures and continue building scalable technology-enabled businesses that create commercial value through innovation, collaboration and meaningful customer experiences.

---

### CORE EXPERTISE

- Business Growth Strategy
  - Commercial & Revenue Growth
  - Startup Strategy & Venture Development
  - Founder & Executive Advisory
  - Investor Readiness
  - Customer Insight & Market Positioning
  - Strategic Partnerships
  - Marketing Communications
  - Business Model Innovation
  - Go-to-Market Strategy
  - Property Investment Strategy
  - Thought Leadership
  - Executive Facilitation & Speaking
  - Innovation Ecosystems
  - Business Transformation
- 

### ENTREPRENEURIAL VENTURES

#### Collaborative Property Co-Investing Platform (PropTech)

Developing a technology-enabled collaborative investment platform designed to connect investors, developers and strategic partners through professionally governed Special Purpose Vehicles (SPVs).

The platform is intended to improve transparency, governance, investor confidence and capital deployment while enabling collaborative participation in property development opportunities with scalable investment structures and shared value creation.

#### Focus

- Collaborative property investment
- SPV governance
- Investor transparency
- Capital partnerships
- Deal sourcing
- Portfolio growth
- Technology-enabled
- investment ecosystem



## ENTREPRENEURIAL VENTURES

### Curated Dining Experiences Platform (Marketplace)

Developing a curated marketplace connecting hosts, venues and guests through exceptional dining experiences for both business and social occasions.

The platform combines elements of Airbnb, supper clubs and hosted dining experiences to create meaningful connections, trusted communities and memorable experiences while enabling hosts and venues to generate new revenue opportunities.

#### Focus

- Marketplace platform
- Experience economy
- Community building
- Hospitality innovation
- Business networking
- Social connection
- Scalable digital marketplace



---

## STRATEGIC ADVISORY

Advise founders, executives and organisations on:

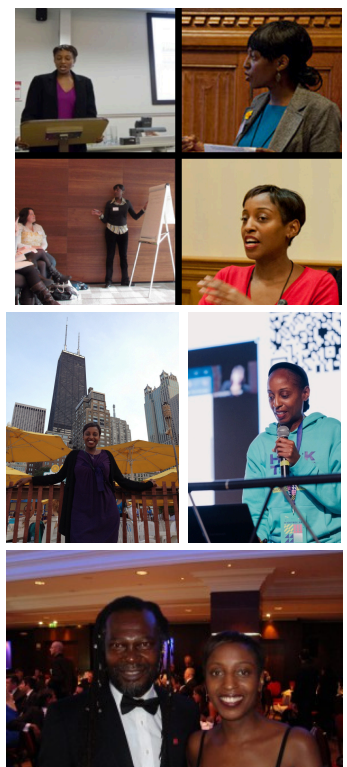
- Commercial growth strategy
- Business model development
- Market positioning
- Strategic partnerships
- Customer growth
- Investor readiness
- Startup scaling
- Thought leadership
- Executive visibility
- Business transformation

Engagements include Executive Insight Calls, advisory retainers, venture mentoring, keynote speaking and strategic project delivery.

---

## SELECTED HIGHLIGHTS

- 25+ years of commercial leadership spanning corporate, nonprofit, property and entrepreneurial sectors.
- Worked across multiple industries and more than 30 cities globally, advising founders, executives and organisations.
- Entrepreneur since 2002, building ventures focused on innovation, collaboration and scalable growth.
- Currently developing two technology-enabled startup platforms spanning PropTech and curated marketplace experiences.
- Contributor to a Financial Times publication (2013).
- Founder of an executive business summit sponsored by Avis (2015).
- Speaker at entrepreneurship, innovation and business growth events.
- Startup mentor and strategic adviser supporting founders on growth strategy, positioning and investor readiness.
- First eCommerce venture attracted attention from Amazon.
- Author of Nifty, a business novel being developed for film adaptation.
- Experienced landlord and qualified real estate professional with practical investment and asset management expertise.
- Active within founder, investor and innovation communities, with a strong interest in venture creation and emerging technologies.



## PROFESSIONAL JOURNEY

---

### **Business Growth Strategist, Entrepreneur & Strategic Adviser**

LenaBenjamin.com | June 2010 – Present

Advise founders, executives, investors and organisations on business growth, commercial strategy and transformation across multiple sectors.

#### **Key areas include:**

- Commercial growth strategy
  - Business development
  - Customer acquisition
  - Partnership development
  - Market positioning
  - Marketing communications
  - Founder mentoring
  - Investor readiness
  - Executive advisory
  - Thought leadership
  - Venture strategy
- 

### **Client Success Manager & Business Development**

Scott Wilson PLC (now AECOM) | 2007 – 2010

Managed strategic client relationships within a global engineering consultancy, leading commercial growth initiatives across infrastructure and built environment sectors.

- Managed client portfolio exceeding £1 million
- Developed commercial account strategies
- Supported major bids and tender submissions
- Strengthened executive client relationships
- Delivered integrated marketing communications
- Organised executive conferences and industry events

Completed an MBA alongside full-time employment while actively managing residential property investments.

---

### **Marketing Communications Manager**

School-Home Support | 2003 – 2007

Led national marketing and communications strategy for an education charity, delivering integrated campaigns, stakeholder engagement, executive communications and high-profile fundraising events.

---

### **Marketing Officer**

Electrical Contractors' Association | 2000 – 2003

Managed marketing campaigns, member communications, sponsorships and major industry events for one of the UK's leading trade associations.

### **Real Estate Agent**

Acorn Group | 1998 – 2000

Managed residential sales and lettings while advising buyers, sellers, landlords and investors across a competitive London property market.

---

## EDUCATION

### **Master of Business Administration (MBA)**

University of Westminster | Completed 2010

---

## CURRENT FOCUS

Today my work sits at the intersection of:

Strategic Advisory • Venture Building • Startup Mentoring • Customer Insight • Commercial Growth • PropTech • Marketplace Innovation • Investment Partnerships • Thought Leadership • Entrepreneurship