

The case of Move the Brain

Customer

Move The Brain offers recovery-focused programs for individuals with acquired brain injury (TBI), concussion and other brain-related recovery challenges. Their programs have supported over 600 clients.



Challenge

Like every business owner we can all do with another perspective from time to time. It has been a real pleasure to work with Rianne Schorel, co-founder and CEO of Move The Brain. She was a professional football player, and her own experiences drove her and her sister Nanja to create a company that helped people suffering from brain-related problems.

Over several years, there have been moments where specific questions popped up ranging from franchise formulas to commercial plans and ambitions to grow. It was my honour and pleasure to act as a sparring partner for Rianne and help Move The Brain forwards.

