



**Helene Li**  
Co-Founder & CEO  
GoImpact Capital Partners

A seasoned management consultant and finance industry professional, Helene has held various senior management positions in Strategic Planning, Marketing and Branding throughout her career which includes tenure at global consulting giants Boston Consulting Group and Willis Towers Watson.

Prior to founding GoImpact platform developed to accelerate the adoption of Sustainable Finance, Helene was Managing Director and Head of Strategic Planning, Brand and Communications Asia Pacific for BNP Paribas Wealth Management, a role she has held for 5 years. She also held similar roles at J.P. Morgan Private Bank and Swiss wealth management firm Lombard Odier. In these capacities, she was instrumental in advancing the agenda of Sustainable Finance and Investments across a broad client base of family offices and asset owners.

Helene is a known Influencer and Key Opinion Leader in Fintech and Digital Transformation, recognized by Thomson Reuters Refinitiv as Top 5 in Asia Pacific, and globally a Top 2 Influencer in Sustainable Finance. She has received numerous accolades as Top 100 Women in Finance from FinTech Times, and Top 50 Hall of Fame Global Fintech Leaders. GoImpact platform has already forged partnerships with key players like Temasek Foundation, UNDP, Financial Times and Bloomberg since inception one year ago.

A sought-after speaker and moderator at Fintech and Sustainable Finance forums, Helene graduated from the University of Hong Kong with a First Class Honors degree in English and Economics.