

Sustainable Innovation 2023

Accelerating Sustainability in the Creative Economy and Creative Industries

Online: 24th International Conference

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University for the Creative Arts

Epsom, Surrey, UK



**Mehjabeen Patrick, Interim Chief Financial Officer,
EIT Culture & Creativity, UK**

Mehjabeen is the interim CFO and Investment lead at the newly created EIT Culture & Creativity – a Knowledge & Innovation Community (KIC). EIT Culture & Creativity is designed to strengthen and transform Europe’s Cultural and Creative Sectors and Industries (CCSI) by increasing it’s innovation capacity and competitiveness.

Mehjabeen has over 25 years of experience working in finance and investment space at leadership level. Over this time Mehjabeen has amassed a wealth of experience of raising and managing investment funds, organisational development, working with private and public sector partners and bringing commerciality and innovation to the creative sector. Mehjabeen has raised multimillion pounds funds from public and private sector to invest in creative companies. She has worked with over 1000 creative sector SMEs supporting them with much needed capital as well as business and scale up support. Mehjabeen has vast experience of working with national and international organisations including United Nations and European Commission. Mehjabeen has served on the European Commission’s Access to Finance OMC group as the UK representative. Mehjabeen is the founding member of the European Creative Business Network found in 2008. Her passion lies in supporting businesses, helping them to grow, scale and prosper and enabling public and private partnerships to build and flourish. In addition to her day job Mehjabeen is on the Board of various organisations and small businesses as well as a member on the British Design Fund Investment committee.

Previously Mehjabeen worked at Creative UK as a Chief finance Officer and later on as Chief Investment Officer growing it to be the trusted and only creative sector specialist investor in UK for early to scale up stage. Before that Mehjabeen worked as Director of Finance for United Nations Association and Stakeholder Forum - an international environmental NGO. At both these organisations she gained valuable experience of working with multinational and multi government organisations from across the world. Before this Mehjabeen worked as a senior banker for the world’s first and only Bank for women - First Women Bank. At the bank Mehjabeen led regional teams and help grow the bank in its early stages of development. Mehjabeen has an MBA with majors in Corporate Finance & Financial Management.