



Tracy Kapteyn Chief Growth Officer

Range of Experience

Tracy joined Windes in 2023 and brings more than 20 years of marketing and sales experience in a variety of industries, where she has transformed markets, developed opportunities, launched new products, and significantly contributed to business growth.

Prior to joining Windes, Tracy was the EVP of Marketing at a financial services education and training firm and responsible for developing a unified brand for the business, driving marketing innovations, and sales enablement and growth.

Tracy has a passion for data, and with her innate understanding of business and what motivates people, she leverages her strategic expertise to successfully reposition companies to achieve increased revenues and exponential growth.

Education

Bachelor of Business Administration
Management Concentration
Athabasca University, Alberta, Canada

Management Certificate
Grant MacEwan University, Alberta, Canada

Resident Offices

2050 Main Street
Suite 1300
Irvine, CA 92614

Telephone

949.333.5965

Email

tkapteyn@windes.com