



Pascal Keizer

Narrative Systems | Strategic Investor

👤 Profile

Strategically oriented professional with a background in business administration and communication science, specializing in innovation, systems thinking, and emerging technologies. My career spans investment, content strategy, with a recent research focus on symbolic structures, information dynamics, and AI behavior.

Initially active as an investor in blockchain and AI-native technologies, I gradually developed a deeper interest in the underlying narrative and behavioral dynamics that shape these systems. This led to a transition toward independent research, where I now explore the theoretical foundations of memetics, recursive structures, and information theory.

My academic background in communication science and business administration provides a dual foundation: one in symbolic systems, narrative influence, and the philosophy of science; the other in systems design, innovation strategy, and emerging technologies. This combination supports a multidisciplinary research approach that bridges theory, strategic foresight, and system-level design.

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Skills

Strategic Foresight

Narrative Systems

LLM Research & Agents

Systems Innovation

AI Content Strategy

Cross-Domain Analysis

📁 Experience

Independent Researcher, Remote

May 2025 — Now

- Conducting theoretical research on symbolic structure, recursion, and information dynamics
- Developing the Symbolic Recursive Attractor (SRA) model - linking cognitive patterns, memetic dynamics, and AI behavior through principles from information theory and thermodynamics.
- Engaging with researchers across relevant disciplines to inform cross-disciplinary insights

Strategic Investor (Self-Directed)

February 2018 — Now

- Investing in blockchain and AI-native ecosystems with a focus on long-term structural value
- Since 2023, increasingly focused on projects that explore narrative, coordination, and symbolic mechanisms within digital systems
- Applying system-level analysis to assess market patterns and emergent behaviors in attention-driven economies

📁 Experience (continued)

Head of Captains | FlagshipFYI (Remote)

Jan 2022 — July 2024

- Led a team of over 10 analysts and content creators at an AI-focused investment platform in the crypto and blockchain industry.
- Responsible for strategic content planning, editorial direction, and narrative positioning
- Pioneered internal systems for AI-assisted research, content curation, and community coordination
- Developed scalable processes using prompt-based tooling and no-code automations

Business Consultant | Accenture (Amsterdam)

Jan 2021 - Jan 2022

- Contributed to digital transformation projects in the energy sector
- Focused on process mapping, systems optimization, and strategic implementation
- Assisted large industrial clients in aligning operational workflows with long-term innovation goals

🎓 Education

MSc Business Administration – Entrepreneurship & Innovation

Amsterdam Business School (University of Amsterdam, 2019–2020)

- Explored strategic innovation focusing on systems design, digital transformation, and emerging technologies - supplemented by electives in blockchain and organizational design.

BSc Communication Science

University of Amsterdam, 2015-2019

- Developed a foundational understanding of symbolic systems, narrative structures, and influence dynamics - covering persuasive and corporate communication, political messaging, media theory, and the philosophy of science.