

# Ivana Jelic

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*International background, multi-lingual, 10-year experience in Banking, Entrepreneurship and Venture Capital (Food/AgriTech, HealthTech). Advisor to startups and mentor to founders. Entrepreneurial, resourceful and personable.*

## WORK EXPERIENCE

### Startup Advisor & Mentor

Munich (Present)

- Advising and mentoring the founders of early stage (pre-Seed, Seed) startups
- Focusing on Health & Wellbeing, Food, & Agri, Education and Climate-Tech, mainly in DACH, Balkans and Latam regions
- Supporting with the business plan, financial projections, go-to-market and fundraising strategy

### YABEO

*Early stage, evergreen venture capital firm with HealthTech & FinTech investment focus*

### Investment Manager

Munich (Nov 2019 – May 2021)

- Led end to end investment processes for HealthTech deals (pre-Series A – Series B), from due diligence to closing
- Board observer and hands-on support for HealthTech portfolio of six companies
- Responsible for dealflow management, i.e. sourcing, evaluation, due diligence
- Investor management, incl. reporting, fundraising, liaising with LPs
- Proactively building key relationships and investor network across Europe and beyond
- Representing the fund on startup conferences and events, incl. participation in panels and pitch juries

### WESTWING GROUP AG

*Home & living e-commerce company*

### International Business Development Manager

Munich (Jun – Sep 2019)

- Performed in-depth examination of key department and created guidebook of main processes, roles and responsibilities
- Designed training for onboarding of new centralized team, incl. content and set-up definition

### FIVE SEASONS VENTURES

*Early stage venture capital firm focused on Food & AgriTech*

### Entrepreneur in Residence

Paris (Jan - May 2019)

- Led specific investment theme project, resulting in new FoodTech deal
- Sourced companies in the sector and developed global point of view as basis for investment decision
- Conducted engagement with target companies and initiated due diligence process

### SUL AMERICANO NATURALS

*International trade company focused on export of functional ingredients and healthy foods from Latin America*

### Founder & CEO

São Paulo / Belgrade (Dec 2016- Dec 2018)

- Sourced and built product portfolio; selected producers, inspected processing plants and negotiated cooperation contracts
- Developed partnerships with suppliers and customers, and managed relationships with key stakeholders
- Established strategy and processes for new market research, lead generation, prospecting and pipeline development
- Developed sales for Brazilian and Peruvian products into new markets with over 15 overseas customers
- Consulted companies on export opportunities and market strategy, enabling small Brazilian producers to start exporting

### RABOBANK INTERNATIONAL

*Investment banking arm with strong focus on food & beverage industry and agriculture*

**Product & Project Manager**

São Paulo (Sep 2013-Dec 2016)

- Acted as local co-coordinator for large global project on general systems and data integration
- Led large financing project for agriculture improvement in developing countries, worked closely with government bodies
- Represented the bank on financial market committees and events, providing analysis on local regulation and tax topics

**Product Specialist**

- Led development and expansion of new derivative and investment products for the Wholesale and Rural divisions
- Liaised with relevant internal stakeholders, creating cross sell opportunities for the Treasury
- Owned product development from evaluation and assessment to implementation and launch

**Corporate Sales Associate**

London (Oct 2011- Mar 2013)

- Generated pricing for interest rate, commodity and FX product requests for European beverage & food corporate clients
- Conducted research material on financial solutions for commodity hedging and produced extensive client report
- Collaborated closely with structuring and trading teams in development of financial products tailored to corporates

**Graduate Trainee**

- Performed macro, fundamental and technical analyses for G10 and Emerging Market currencies
- Executed trades for Swiss private bank clients across equity structured products

**BLACKROCK**

London (Jun – Sep 2011)

*Asset management firm***FI Sales Intern**

- Conducted stock performance analyses by industry and company, and generated market information for funds
- Supported sales team on client enquiries and attended meetings with portfolio managers and specialists

**EDUCATION****IMPERIAL COLLEGE LONDON, BUSINESS SCHOOL**

London (2010-2011)

**MSc** in Finance**UNIVERSITY OF ST ANDREWS**

St Andrews (2006-2010)

**BSc** (Joint Honours) in Chemistry and Mathematics**LONDON SCHOOL OF ECONOMICS**

London (2009-2009)

Courses in International Economics and Financial Markets

**ADDITIONAL INFORMATION****Languages:** **Serbian** (Native), **English** (Fluent), **Portuguese** (Fluent), **Spanish** (Fluent), **German** (Fluent)**Interests:** Coaching, Yoga, Travelling, Latin Dances, History