

AmCham Talents 2019 Speakers' Biographies

Speakers are listed in alphabetical order



Tomislav Car
CEO
Infinum

Tomislav Car is a tech entrepreneur who's never actually had a real job in his life. When he says "real job" he means he was never employed anywhere, other than at his own business.

He is co-founder and CEO at Infinum, a software design and development agency with 180+ employees for 14 years now. Infinum creates beautifully designed and well-engineered mobile and web apps for clients from all over the world and has offices in US and Europe.

The industries they work with include retail, entertainment, financial, telecom, travel and others.

In the last couple of years, Tomislav has been involved in creating Productive, a web-based tool for running a profitable agency that turned into a very successful spin off business.

He's also an investor and co-founder of CircuitMess a software and hardware company run by Albert Gajšak that manufactures and sells fun and educational electronic products.



Mihael Furjan
President of the Management Board
Pliva

Mihael Furjan is highly motivated professional with 20 years management experience in the global pharma industry. He has a broad scope of experience, from finance, S&M, R&D, strategic marketing, business development to general management. In addition, Mihael has proven track record in leading and motivating international, cross functional teams as well as strong business awareness, commercial focus and analytical and strategic thinking.

Mihael started working in Pliva in 1997 as Business Analyst and in the following years held different positions within the company. In 2010 he moved to Switzerland

where he worked as Executive Director of a global generic company. In 2015 Mihael returned to Pliva and has been President of the Board since then.



Anita Letica
General Manager Croatia
Philip Morris

Anita is experienced executive with almost two decades of experience in multinational companies spanning various industries and geographies. Through different roles she demonstrated effective leadership of diverse teams successfully through various business challenges.

Anita is curious and driven, always exploring new opportunities and searching for innovative solutions contributing to organizational development and business growth. Passionate about learning and supporting teams and individual growth, embraces diversity which brings new perspective and better results.

Vast experience and broad perspective reflected also in successful leadership of the Philip Morris organization in Croatia over the last 3 years. As of Jan 1st, 2018, Anita will be extending her scope of responsibilities and, in addition to her current role she'll be responsible for Philip Morris's operations in Slovenia.

Anita has Executive MBA from IEDC, Bled School of Management and Bachelor of Science in Economics (Major in Finance) from Zagreb Faculty of Economic and Business.



Joško Mrndže
Country Manager Adriatics
Google

Josko Mrndze is Country manager at Google responsible for Adriatic region. After graduating at University of Economics in Zagreb he started his career in different sales and marketing roles at Zagreb Brewery becoming Board member and later on a Supervisory Board member. Prior to joining Google he was Managing

director of Blitz Film distribution company and Managing director of McCann Erickson advertising agency.

He is currently responsible for Google operations in the region, supporting businesses in their digital digital development. In his professional career he attended numerous trainings which included courses at Insead and Wharton. He is passionate about football as he was playing for the National team of Yugoslavia in his teenage years. He was a member of Lions and he is a proud father of 2 beautiful kids.



Rina Musić
Managing Director Croatia and Slovenia
Merck Sharp & Dohme

Rina holds a master's degree for Faculty of Pharmacy, Zagreb, Croatia and she completed postgraduate studies in leadership in Glasgow Caledonian University, Scotland, UK and MBA study at Erasmus-Rotterdam School of Management in Rotterdam Netherland.

Her experience includes leadership positions and various responsibilities and in the field of top management, corporate compliance, market access and business development at Merck Sharp & Dohme (3 years) and prior in Novartis and Pliva.

Rina is a Vice president in Innovative Pharmaceutical Initiative (IFI) association which is a member of European Federation of Pharmaceutical Industries and Associations (EFPIA) based in Bruxelles. Besides that, she is Untitled Governor in the AmCham Board of Governors in Croatia.



Helle M. Petersen
CEO
Carlsberg Croatia

Helle has more than 20 years of experience within FMCG and has over the years held various management positions within the Carlsberg Group. She has worked in Western Europe, Eastern Europe and Asia in both Head Office, Regional and local operational roles. As such she has a broad international experience and has in-depth commercial strategic and operational perspectives.

Helle was appointed CEO of Carlsberg Croatia in 2016 and Croatia is her 8th country of residence. Previously she was the Vice President, Commercial & Strategy in Carlsberg China, where she was instrumental to the rapid top and

bottom line growth of the business. Before moving to China, Helle was the CEO of Carlsberg in Nepal, where she transformed a private owner business into becoming part of Carlsberg Group.

Helle holds a bachelor's degree in business administration and an MSc in International Marketing.

Helle is married and has two children, who have travelled the world with her.

For further insights on Helle check out her LinkedIn profile:

<https://www.linkedin.com/in/helle-muller-petersen-98571b1/>



Katarina Šiber Makar

CEO

IN2

Katarina Šiber Makar is IN2 grupa CEO. Before she took over managing one of the leading regional IT companies, she was IN2 grupa MB member in charge of development of new business areas, models and technologies like big data and advance analytics, IoT, digital platforms and blockchain. Prior to engagement by IN2, Katarina worked in Pliva/Barr, HT and Deutsche Telecom.

With more than 15 years on leadership positions in EU and US multi-cultural and international surroundings, Katarina has significant experience in leading diverse teams to a new level of success across different areas. Her experience in management expands not only geographically, as she worked in different industries, from pharmaceutical sector to telecommunications. In all of these areas she left tangible results in company's growth, advancing company efficiency, creating added values and successfully managing their transformation processes.

She graduated from the Faculty of Electrical Engineering and Computing, holds and MSc from the Faculty of Economics and a PhD in IT systems and telecommunications from the Faculty of Humanities and Social Sciences, continuing to develop her managing skills on several business schools in Europe and USA.



Mario Žižek
CEO
Addiko Bank

Mario Žižek has been the CEO of Addiko Bank d.d. since December 2015, and also serves as its Chief Financial Officer and Chief Retail Banking Officer. When taking over the management of the Bank he was in charge of the rebranding and repositioning which he and his team successfully completed in July 2016 which resulted with Addiko Bank today having strong foundations, stable customer base, high liquidity, distinctive brand and desirable image.

In the past three years since the rebranding Addiko Bank has made a significant business turnaround recording above market average growth in strategic segments of Consumer lending and SME, which resulted with the best business results in the past five years, as well as Addiko Bank receiving prestigious international awards for the 'Best Retail Bank in Croatia 2017' and 'The Best Bank in Croatia in 2018',

as well as other recognitions such as 'Innovative digital solutions'.

Mario is also a member of the core Addiko Group Digital Transformation team, and is a firm believer of the importance of corporate culture which he sees as one of the key drivers of the organizations success.

He started his career in 1998 in Raiffeisenbank in Croatia where he served as Member of the Management Board and Deputy Chairman of the Management Board and during this time was responsible for Corporate and Retail Banking, Customer Relationship and Alternative Channel Management.

Mario holds a graduate degree from the Faculty of Economics in Zagreb and he completed MBA studies at Manchester Business School.