

Ivana Radic Borsic

Cortec Corporation

Contact

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Education

International Graduate Business School
Zagreb / Kelley School of Business
MBA

Faculty of Humanities and Social
Sciences, Zagreb
BA– Italian language and literature /
Comparative literature

Key Skills

Sales
Project Management
Budget Planning
Communication

Languages

Croatian
English
Italian

Professional Profile

Seasoned executive with extensive experience in sales, business development, and operations within the corrosion protection and specialty chemicals industry. Proven track record in market expansion, operational excellence, and team leadership, combining technical expertise in corrosion inhibition and sustainable materials with strong commercial acumen. Author of multiple technical papers on corrosion protection and sustainable materials, actively contributing to industry knowledge and innovation.

Experience

JUNE 2024 - PRESENT
Managing Director | CorteCros d.o.o. – Chemical Manufacturing

Overseeing full operations of CorteCros - driving efficiency, compliance, and profitability as Cortec Corporation's European manufacturing and distribution hub.

OCTOBER 2015 - PRESENT
VP of Sales, Europe | Cortec Corporation – Chemical Manufacturing

Leading European sales operations and business development for corrosion protection technologies.

- Supervising and supporting technical sales managers, distributors, and key accounts across more than 30 countries in Europe and Middle East.
- Collaborating with R&D, production, and marketing teams to align new product development with emerging market needs and regulatory trends (REACH, ESG, circular economy).

NOVEMBER 2004 – OCTOBER 2015
Managing Director | EcoCortec d.o.o. – Bioplastic Extrusion Plant
Led the greenfield development and start-up of EcoCortec, Cortec Corporation's first European manufacturing facility.

- Oversaw construction, equipment installation, and operational setup to full-scale production.
- Established organizational structure, hiring, and training of the initial production and administrative teams.
- Implemented quality management and energy systems (ISO standards) from the outset to support sustainable operations.

OCTOBER 1999 – NOVEMBER 2004
Office Manager/Marketing Supervisor | Cortec Corporation HQ/ MN, USA
Led and managed the marketing department, overseeing print production and digital strategy, including the company websites.

1. Why do you think membership in the AmCham is important for businesses operating in Croatia?

AmCham Croatia is one of the most influential business associations in the country, representing the interests of its members in dialogue with the Croatian Government, EU institutions, and U.S. stakeholders. Advocacy and policy influence are among AmCham's strongest contributions to the Croatian business environment.

From a networking perspective, AmCham connects members from a wide range of sectors — including multinational corporations, Croatian companies, startups, and service providers. It offers valuable access to decision-makers, industry leaders, and potential business partners, fostering collaboration and business growth.

In our specific case, as U.S.-based multinational operating successfully in Croatia and across Europe, Cortec benefits greatly from AmCham's strong relationship with Croatian and EU institutions. Through AmCham, we can advocate for fair and transparent regulations affecting manufacturing, chemical production, environmental standards, and trade. Membership allows us to participate in policy discussions on sustainability, waste management, and innovation—issues that directly affect our business model and investment strategy in Croatia.

AmCham brings together executives from leading Croatian and international companies, U.S. investors, and government representatives. This network supports Cortec's goal of expanding partnerships, finding new customers, and identifying supply-chain opportunities. It also strengthens our brand visibility as a U.S. investor committed to Croatia's industrial and economic growth.

Being part of AmCham signals that Cortec operates according to the highest international standards of ethics, transparency, and corporate governance. For Cortec, this platform is important for promoting sustainable innovation, strengthening partnerships, and contributing to a more competitive business environment in Croatia.

2. What motivates you to be an AmCham Board Member?

I am motivated to serve on the AmCham Board by the opportunity to influence business policy, promote sustainable and innovative practices, and strengthen international networks. Through my expertise in manufacturing, export, and regulatory compliance, I aim to support the broader business community and enhance Croatia's competitiveness. I am also driven by the chance to share best practices, contribute to policies supporting green innovation, and learn from my peers.

3. Why do you feel you are qualified? What skills do you bring to the position of Board Member?

My experience in international business provides insight into the challenges AmCham members face, including tariffs, standards, logistics, and supply chains. I believe that my leadership role in a company that is both manufacturing- and innovation-focused, including environmentally sustainable technologies, aligns with AmCham's mission to promote competitive, green, and future-oriented growth.

After 26 years in the corrosion protection industry, I have developed a deep understanding of regulatory, quality, and technical requirements, which is highly valuable in advocacy work related to industry regulation, environmental law, and trade policy. I also have

extensive experience managing people and operations across multiple facilities, demonstrating capabilities in strategic thinking, budgeting, and scaling. Coming from industry (manufacturing and environment) rather than purely services or finance, I bring a perspective that is sometimes underrepresented but critically important for informed decision-making on the AmCham Board.

4. How have you been active in AmCham in the course of the past year?

I have been engaged on a smaller scale, attending seminars and participating in GM breakfast program.

5. What activity or Committee would you like to participate in and be responsible for?

Environment and Energy Efficiency Committee.