

# Vedrana Jelušić Kašić

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Results-oriented financial professional with more than 15 years' leadership experience supporting private and public sector, steering business decisions and policy reforms for notable international financial institutions and leading global advisory firm in variety of business sectors; manufacturing, agribusiness, energy, financial, property and tourism, infrastructure and utilities. Proven history of success cultivating long-term relationships with leading corporates, local governments, regulators and international organisations, generating business growth, pioneering financial market development and improving business climate, while promoting functional excellence across multiple regional and sectorial organisation levels.

Highly proficient and knowledgeable of complex contractual financial agreements, market trends and political and economic landscape in Central and South Europe. Demonstrate expertise in assessing international and local investments projects and accomplishing financial goals through high quality investments while embedding risk management and compliance principles. Excel in engaging cross-functional teams in support of adequate financing structures and directing large-scale projects for private and public corporates. Fluent in English and Italian.

## Core Competencies

- Banking / Corporate Finance
  - Financial Advisory/ Financial Analysis
  - Loans / Equities/ Capital Markets
  - Strategic Planning / Budgeting
  - Regulatory Compliance / Risk Management
  - Team Management / Talent Development
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## **Career Experience**

### **Deloitte, Financial Advisory, Zagreb, Croatia**

**Partner in Charge, Sept 2018 – June 2021**

Partner responsible for providing financial advisory expertise in corporate finance including debt advisory, financial restructurings, capital raising, M&A transactions advisory, preparation of feasibility and business plans, valuations for local and international corporates, commercial banks, local and financial international investors.

#### Key Contributions:

- Business Growth: grew revenues by 40% yoy, out of which more than 70% with private corporates through proactive targeted business development, product structuring and effective team management across business sectors including branded food and beverage, retail, agribusiness, pharmaceuticals, energy, transport, hospitality, manufacturing, ICT, and various utilities.
- Team Development: built, developed, mentored and coached team including strong cooperation across the global organisation with product and sector specialists.
- Innovation: introduced new advisory products, developed expertise and skills, especially in the area of debt advisory, corporate finance and corporate governance.

#### Selected engagements:

- Debt advisory for the syndicated loan financing of €100m to Orbico that included business plan preparation and transaction structuring with four commercial banks: Zagrebačka banka d.d., Privredna banka Zagreb d.d., Raiffeisenbank Austria d.d, and Erste&Steiermärkische Bank d.d.
- Debt advisory related to loan refinancing above €bn for the food and retail company.
- Debt advisory for refinancing of €10m to the Croatian private medical polyclinic, including transaction structuring, preparation of the business plan and financial projections.
- Advisory related to capital increase of private corporates in energy sector and financial sector, including identification of potential investors, valuation, preparation of the investment documentation and support in negotiations.
- Sell side advisory for corporates in variety of business sectors: manufacturing, agribusiness, ICT, media, hospitality, service and financial industry.
- Key expert on the project: Development of Sustainable Capital Markets in Hungary (EBRD/the EC).
- Key expert on the project: Activation of non-core assets of the SOEs in Croatia (EBRD/the EC).

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- Development and delivery of the training to MSMEs on the financial management and preparation of a 13-week cash flow statements during the Covid-19 crisis in cooperation with the EBRD.

### Other roles and activities:

- Leader of the Private Initiative for Deloitte South (Slovenia, Croatia, Bosnia and Herzegovina, Serbia, North Macedonia and Montenegro) responsible for development of the advisory strategy and its implementation for the large private clients, local corporates and private equity funds to improve their operations, enhance competitiveness and support cross-border investments.
- Deloitte Corporate Governance Leader for Croatia and member of the Global Governance Team.
- Arranged International Fraud Awareness Week that gathered over 20 institutional participants including the World Bank, the OECD, the EBRD, the EIB, the CNB, HANFA, Zagreb Stock Exchange, Ministry of Justice, Ministry of Finance, private corporates, Universities and Business Schools.
- Arranged Capital Markets Day, the first visit of the London Stock Exchange to Croatia including participation of the Zagreb Stock Exchange to promote corporates' access to capital markets, both equity and debt issues, to fund their growth and improve their balance sheet structures.
- Received Women of Influence Award 2020 by the Croatian Women's Network.

### **European Bank for Reconstruction and Development (EBRD), Zagreb, Croatia and London, United Kingdom Director, Croatia, Slovenia, Hungary and Slovakia, 1 June 2013 –17 August 2018**

Managed and overseen all aspects of business and financial operations in Croatia, Slovenia, Hungary and Slovakia. Generated new business of up to €500m per annum and portfolio management of 150 debt and equity investments over €2.35bn. Shepherded business development strategies, planning, and influenced policy reforms. Spearheaded development of private sector, green economy, capital markets and insolvency frameworks. Directly led and mentored departmental leaders in Slovenia, Hungary and Slovakia with accomplishing business goals and objectives. Sponsored leadership training, engaged in staff development initiatives, and continually drove functional excellence. Promoted alignment across multiple countries and business sectors to ensure efficiency and adequate utilization of financial resources and commitments.

### Key Contributions:

- Successfully spearheaded and implemented business strategies and financed corporates in variety of business sectors across four countries: Croatia, Slovenia, Hungary, and Slovakia.
- Executed over 60 financial transactions, loans and equity investments, valued over €1.2bn in manufacturing, ICT, property and tourism, financial industry and infrastructure from 2016 to 2018.
- Developed business relationships and financed largest Croatian corporates such as: HEP (energy), INA (oil&gas), Podravka, Atlantic Grupa (food) Orbico (distribution), Croatian Motorways Company, Jadran Galenski Laboratorij (pharmaceuticals), Aluflexpack (manufacturing), SPAR (retail).
- Provision of long-term funding to the largest Croatian banks and the leasing companies including Addiko d.d., Zagrebačka banka d.d., Privredna banka Zagreb d.d., Raiffeisenbank Austria d.d, HPB d.d., Unicredit Leasing and Erste&Steiermärkische Bank d.d.
- On behalf of the EBRD, the recipient of four awards for leading policy advisory reforms in corporate governance, economic inclusion and capital market development.
- EBRD received two Zagreb Stock Exchange awards for development of capital markets in Croatia in 2014 and 2016.
- Obtained five consecutive awards for Top 10 Women in Business in Croatia.

### **EBRD, Associate Director/Senior Banker, Industry, Commerce and Agribusiness, Banking, 2007 – 2013**

Directly led corporate finance in food, beverage, retail and packaging across 12 countries of Central South East Europe including debt and equity investments. Secured efficient utilization of financial resources and programs. Championed complex financing projects with private and multinational corporations from inception to completion. Negotiated and structured financing facilities with corporates through assessment of the creditworthiness of the borrowers, detailed analysis of the financial projections and as well the due diligence, in close liaison with the Bank's Risk department and the legal counsellors.

## Key Contributions:

- Proactively accomplished more than 40 financial transactions valued over €1bn across CSEE with branded Food & Beverage producers, leading retail chains, and financial institutions.
- Leading transactions with Atlantic Grupa, including debt and equity financing via Zagreb Stock Exchange, to support acquisition of the Slovenian leading food group, demonstrating successful restructuring and integration of two regional companies.
- Retained supervisory board positions at four private corporations, including branded Food & Beverage producer and distributor in Croatia, leading edible oil producer in Serbia, largest branded wine producer in North Macedonia and a retail chain in Bosnia and Herzegovina.

## **EBRD, Principal Banker/Associate Banker, Industry, Commerce and Agribusiness, Banking, 1999 – 2007**

Served as operational leader and senior project team member. Directly structured and executed new financial transactions for the key accounts. Supported expansion of the international corporates into the region enhancing transfer of skills and new technologies through tailored financing packages. Collaborated across internal and external organizations to deploy a plethora of diverse high-value projects, ranging from secured senior loans, junior loan and mezzanine facilities, ordinary and preferred equity, quasi equity to developing new agriculture commodities risk sharing with elite financial institutions in Romania, Serbia, and Croatia while improving private sector competitiveness and institutional frameworks.

## Key Contributions:

- Led financing and execution of 17 projects with key industrial partners valued over €300m, including leading branded Food & Beverage producers, retail chains and agribusiness processors across 15 countries including Ukraine, Armenia, Kyrgyzstan and Russia.
  - Responsible for portfolio monitoring of 10 projects valued at €200m for key corporate clients.
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## **Early Career Experience**

### **EBRD, London, United Kingdom**

#### **Analyst, 1998-1999**

Exercised due diligence, assured compliance with internal policies and national laws, conducted financial analysis and formulated financial models, prepared corporate valuations. Initiated preparations for the transactions including project risk assessments. Gradually assumed responsibility for business development, implementation and monitoring of projects from entry and exit points for equity and debt financial instruments in Europe and Central Asia.

### **Raiffeisenbank Austria d.d., Zagreb, Croatia**

#### **Analyst - Officer for Primary issues, Investment Banking Department, 1997**

Participated in private equity placement of local entities to international investors. Conducted thorough assessment of financial performance and strategic analysis of selected Croatian corporations.

### **MERRILL LYNCH PRIVATE CLIENT GROUP, Boston, USA**

#### **Financial Consultant Assistant, Intern, Feb-May 1996**

Analysed performance of preferred clients' portfolios and assisted in portfolio investments.

### **Croatian National Bank, Zagreb, Croatia**

#### **Analyst, Research and Analysis Department; Monetary Department, Jan-Aug 1995**

Supported review of the draft Securities Law. Assisted in Treasury bill auctions. Analysed trends related to government deposits and commercial banks' fulfilment of reserve requirements.

### **Central Securities Depository – Monte Titoli S.p.A, Milan**

#### **Research Analyst, Research and Development, Intern, Oct-Dec 1994 and Sept-Dec 1993**

Researched central securities depositories in CSEE. Examined the centralised administration of securities related to dividends, interest payments and securities' transfers.

## **Education and Credentials**

**M.A. in International Economics & Finance, Brandeis University** – Boston, Massachusetts, USA

**B.A. in Finance, University of Economics** – Zagreb, Croatia

**Non-Executive Director Diploma, The Financial Times** – London, United Kingdom

**Additional courses in international finance** at Wirtschaftsuniversität Wien and Institut für Wirtschaftswissenschaften - Vienna, Austria

## **Professional Training**

Corporate Finance | Loans Structuring | Project Finance | Equity Valuations

## **Memberships**

- *Management Board Member, Foreign Investors Council (2021-ongoing)*
- *Energy Transition Council to the President of the Republic of Croatia (2020-ongoing)*
- *Working Group: national brand development to the President of the Republic of Croatia (2018-19)*
- *Selection Committee for the Best Investment by Business Magazine Lider (on-going)*
  - *Selection Committee for the Best Project Management of the Year by PMI*
  - *Selection Committee for the EY Entrepreneur of the Year (2013-17)*
  - *Honorary Member of the International Business Women Club*
  - *Project Ambassador for the Professional Women Database*