ANDREA MLADIN

MSc Investment Manager

Serial entrepreneur and project leader

Speaker, mentor and startup ecosystem builder

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PROFESSIONAL PROFILE

I work with founders, event organisers, and organisations to turn ideas into creative, well-run projects. As a serial entrepreneur with 20 years of experience, I bring practical experience in building businesses, coordinating people, and creating repeatable processes that make work more efficient.

HOW I CAN HELP

Consulting and project management

Strategic planning, project coordination, and practical business support. I help clarify priorities, structure the work, and coordinate the people and activities needed to deliver it.

AM Advisory LLC, United States | Founder, 2025 - present
PTA Solutions, Serbia | General Manager, 2019 - present

Startup development and partnerships

I founded Pet Travel Advisor to simplify travel with pets and connect travellers with tourism and service providers. My work combines distinctive travel experiences, high service standards, and provider education, helping businesses differentiate their offer in the growing pet industry. I welcome conversations about partnerships and pet-friendly tourism.

Pet Travel Advisor | Founder, 2019 - present

Speaking and founder coaching

I help founders understand how they work, make clearer decisions, and build systems that reduce the need for their constant involvement. My signature topic, “You are your most important project”, connects identity, leadership, and the purposeful use of AI.

Keynotes and workshops | Founder’s Identity Assessment | I.A.M. framework

Events and programme delivery

Corporate, sporting, educational, and charity events. My experience covers planning, project management, partner coordination, production, logistics, and on-site delivery, connecting the people and details needed to bring an event or programme together.

Eventland | Founder, 2010 - 2016
MILAS association | President, 2017 - present

Earlier management experience | General Manager, Andzor Engineering, 2007 - 2010: business planning and finance.

Selected projects and engagements

Speaking, the startup ecosystem, institutional work, and events

SPEAKING AND STARTUP ECOSYSTEM BUILDING

Ecosystem building and event ambassadorship | Web Summit, Lisbon; EU-Startups Summit, Malta; GITEX, Berlin; TNW, Amsterdam.

Speaking | GLOBALS pre-MWC event, Barcelona; StartupRevolution.AI, Skopje; PODIM, Slovenia; The5, JCI Novi Sad; Google Nexus: AI & ML in Practice Conference, Science and Technology Park Belgrade.

Moderation | PODIM pitching competition; Female Leadership Summit, organised by Female.Net, Belgrade.

PODCAST

Startup Generator | Creator and host | 2022 - 2025
Podcast and educational series developed with Science and Technology Park Novi Sad, sharing founder experiences and business-building knowledge.

ACCELERATION PROGRAMMES

Univerzum | 2022 **Founder Institute Core Program** | Graduated 2023
Digital Den | 2025 **The Founder Games** | 2026

MENTORS AND PROFESSIONAL DEVELOPMENT

Dan Martell | Elite Coaching, AI and Buy Back Your Time
Jen Gotlieb | Stage Leaders

RESEARCH AND INSTITUTIONAL PROJECTS

Pet-friendly tourism standardisation and certification | 2023

Author | Provincial Secretariat for Economy and Tourism, Vojvodina. Study on standards and certification for pet-friendly tourism and services.

Pet-friendly tourism projects | 2024 - 2026

UNDP and Ministry of Tourism and Youth, Serbia. Lead author of the 2025 study, with recommendations on service standards, certification, digital tools, and provider education.

EVENT AND PROJECT DELIVERY

EuroLeague Final Four | 2018 and 2022

Event organisation, including VIP hospitality work for IVention Team Barcelona in 2022.

Corporate and sporting events | Eventland | 2010 - 2016

Multiple event and project engagements. Portfolio references include BMW, Erste Bank, IBM, UNIQA, MK Group, and Holcim.

QUALIFICATIONS AND RECOGNITION

Education | MSc Investment Manager, Faculty of Technical Sciences, University of Novi Sad, 2003 - 2008.
Additional qualifications | Project Management, Hogan HR Certification, JCI Business Certificate.
Languages | Serbian, English and Hungarian: fluent; Spanish: basic.

Awards | Best EU-Startups Summit Ambassador 2025; “Cvet uspeha” special recognition for startup success; “100 Successful Women Entrepreneurs”; “Business Woman” Award.
Sport and hobbies | Travel, golf, tennis, and design.