

SPEAKER KIT

ANDREA MLADIN

SPEAKER / SERIAL ENTREPRENEUR
STARTUP ECOSYSTEM BUILDER

I help founders and entrepreneurs make clearer decisions and build businesses that depend less on their constant involvement. I connect founder experience with practical thinking about identity, leadership, and systems, using AI where it can make a meaningful difference.

SIGNATURE KEYNOTE & WORKSHOP

You are your most important project.

Everything starts with the person building the business: how you think, make decisions, and respond when everything needs your attention. This keynote connects founder identity with practical ways to build a business that supports how you work.

THE PERSPECTIVE BEHIND MY WORK

Serial entrepreneur

I have founded and run multiple businesses. I bring 20 years of experience in event organisation and project management.

People & ideas

My network spans business, events, mentoring, accelerators, and science and technology parks. Its strength lies in connecting people, ideas, and opportunities across different fields.

Projects & delivery

Understanding different parts of a business helps me see the whole picture: who needs to be involved, what needs to happen first, and where a decision today could create a problem tomorrow.

Systems & AI

I look for ways to make good work repeatable, from clear standards to everyday processes. AI can help those systems do more, but only when you know where to apply it.

FORMATS Keynotes / Panels / Podcasts / Workshops

Explore Founder's Identity

WHY ANDREA

I sit at the intersection of founder experience, startup ecosystem leadership, and practical systems thinking, delivering talks that are strategic, energizing, and immediately useful.

COACHING & DEVELOPMENT

Dan Martell
Elite Coaching, AI &
Buy Back Your Time

Jen Gotlieb
Stage Leaders

Founder Institute
Core Program graduate

AWARDS

"Best Business Woman" Award

"Dragon Lady" Award
Association of Business
Women RS

SPEAKING LANGUAGES

English / Serbian / Hungarian

Explore my work

ABOUT ANDREA

Serial entrepreneur, speaker, mentor, and startup ecosystem builder. With 20 years of experience in event organisation and project management, I connect people, ideas, and practical systems across businesses and communities.

LET'S CONNECT

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Discuss your event

BACKGROUND

MSc Investment Management
Serial entrepreneur
Mentor & ecosystem builder



EU-Startups · GITEX GLOBAL · Forbes · startup revolution ai · web summit · PODIM · Science and Technology Park Novi Sad · MWC GSMA · GLOBALS Tech Festival

The one-in-a-million story.

> *"If your business collapses when you stop, you don't have leadership. You have dependency."*

A few years ago, I survived a major car accident that left me with just a 1% chance of survival. I spent two weeks in a coma and months in a wheelchair. My recovery was so extraordinary that it was documented in a doctoral dissertation as a one-in-a-million case. That wake-up call transformed me from a burned-out operator into a System-Led Leader. It also forced me to confront a question many founders avoid: if the business stops when you stop, have you built a company or a dependency? That question became the foundation of my framework.

THE I.A.M. FRAMEWORK

I	A	M
IDENTITY	ARCHITECTURE	MECHANISM

Identity: who leads
Architecture: how work flows
Mechanism: what runs without you

AUDIENCE OUTCOMES

- Identify the founder bottleneck slowing growth.
- Make clearer decisions about priorities and ownership.
- Explore AI-supported systems where they can help.
- Leave with a practical framework to apply.

WHAT THEY SAY

"It was a thought provoking and well presented workshop! Thank you for sharing your story and insights."

Nurjannah Omer
GLOBAL TECH FESTIVAL 2026

"Andrea has a rare ability to make AI systems and automation feel genuinely accessible - not like abstract tech, but practical tools any founder can use."

Elianna Paner
INTERNATIONAL BUSINESS DEVELOPMENT

Book a conversation