

# ARIADNE VELISSAROPOULOS

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## Public Company Board Member

### Former Head of Business Development & Investor Relations

**Successful fundraiser with record of raising over \$4.5 billion in 15 years**

Extensive knowledge of capital markets, large network of leading institutional investors and keen understanding of their strategic evaluation of multi-million dollar investment opportunities.

#### Professional Experience

<b>Member, Board of Directors</b>	<b>PETROS PETROPOULOS SA, Athens</b> Public Company listed on the Athens Stock Exchange	<b>2021-present</b>
<b>Director of Business Development</b>	<b>ALATUS CAPITAL, Geneva</b> European Equity Investment Boutique	<b>2015-2020</b>
	<ul style="list-style-type: none"><li>Leveraged pre-existing relationships to raise \$650 million in new investment in first 18 months, more than doubling assets; added \$150 million during third year</li><li>Established relationships for firm and generated investments from \$100+ billion pension plans, leading foundations and renowned universities</li><li>Served as right hand to CEO, leading all negotiations with prospects</li></ul>	
<b>Head of Marketing, Director of IR</b>	<b>OCEANWOOD CAPITAL MANAGEMENT, London &amp; Malta</b> Alternative Investment Manager	<b>2007-2013</b>
	<ul style="list-style-type: none"><li>Raised \$1 billion for flagship event-driven hedge fund in first year (2007); tripled fund's assets from post-crisis low (2010-2013)</li><li>Revamped messaging and brand to highlight firm's unique strengths and differentiate it from competitors</li><li>Drove relationships with investment consultants ensuring deep pipeline of investments from government and corp. pension plans</li><li>Raised funds for add-on products including a private equity fund, an emerging markets fund and several special purpose vehicles</li></ul>	
<b>Head of Marketing</b>	<b>THEOREMA ASSET MANAGEMENT, London</b> European Hedge Fund Manager	<b>2004-2007</b>
	<ul style="list-style-type: none"><li>Helped quadruple firm assets from \$300 mio to \$1.3 bio in three years</li><li>Diversified and substantially upgraded investor base by bringing on US universities and family offices</li></ul>	
<b>Global Equity Sales</b>	<b>MORGAN STANLEY INTERNATIONAL, London</b> Institutional Equity Division	<b>2001-2004</b>
	<ul style="list-style-type: none"><li>Managed firm's relationship with 20 hedge funds, pension funds and wealth managers, generating annual revenues of \$3 million</li><li>Presented firm's equity research to clients ensuring they were current on the house views on all their holdings</li></ul>	
<b>Senior Associate, Assistant Account Executive</b>	<b>YOUNG &amp; RUBICAM INC, New York</b> Y&R Advertising, Burson-Marsteller (PR)	<b>1996-1999</b>
	<ul style="list-style-type: none"><li>Executed print, TV and outdoor advertising campaigns for three Fortune 50 clients</li><li>Developed relationships with financial press; secured countless TV appearances and print interviews</li></ul>	

#### Education & Interests

**Columbia Business School**, New York, NY, 2001, MBA

- Editor in Chief, *The Bottom Line* (weekly newspaper); elected to Class Committee; co-chair, Class Gift Committee

**Georgetown University**, Washington, DC, 1996, BSLA, Cum Laude, Comparative Government and French

Enthusiastic skier, dedicated yogi

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**Pro-Bono Work**


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**Ambassador** **GEORGETOWN INSTITUTE FOR WOMEN, PEACE & SECURITY** **2021-present**  
**Organization founded to examine and highlight the roles of women in fostering peace and security and growing economies worldwide**

**Volunteer** **CARITAS ATHENS, Athens** **2014**  
**Global philanthropic organization whose mission is to end poverty, promote justice and restore dignity**

- Worked weekly in central Athens center for refugees, assisting with lunchtime meal service for 200 – 350 people in need
- Provided additional assistance to clothing distribution department

**Fundraising Volunteer** **HELLENIC HOPE, London, New York and Athens** **2013-2014**  
**London-based charitable organization established to raise funds and distribute them to highly effective small and mid-sized NGOs operating in Greece helping children**

- Assisted Board of Trustees in its fundraising strategy
- Wrote introductory solicitation letters
- Supported execution of first two London fundraising events; assisted in organization and ran live auction at NY fundraising event

**Member of 7-person governing committee** **DRASSI POLITICAL PARTY, Athens** **2012-2013**  
**Small liberal party founded by Stefanos Manos, former Minister of Finance; the party's main policy objectives were a smaller role for the central government, a reduced and more effective public sector and a pro-European economic agenda**

- Elected by party membership to 25-member executive committee and then to seven-member governing committee; authored fundraising letters used in mass marketing campaigns as well as targeted personal solicitations
- Generated significant portion of 2012 elections budget by pursuing leads and introductions from active members, presenting party platform and asking for donations

**Co-Chair, Class Gift Committee** **COLUMBIA BUSINESS SCHOOL, New York, NY** **2000-2001**  
**Raised a record-breaking \$852,000, 4x historical gift levels. Helped deliver participation from 92% of the class during the Class Gift drive, the first fundraising effort targeting exiting students (soon-to-be-alumni).**

- Identified and recruited best candidates amongst class of 780 to staff 40-person Class Gift Committee
- Presented concept and importance of Class Gift to small groups and eventually to entire 780-person class
- Led and motivated committee which raised a record-smashing \$852,000 in contributions from 92% of the class