



EXTERNAL ASSOCIATE

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NAME AND SURNAME: Muhamed Ćatić

AFFILIATION: Executive Adviser, IFFCO Group

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SHORT BIOGRAPHY

Muhamed Ćatić is a strategic advisor, with a strong interest in sustainability within circular economy and long-standing business experience in the Mediterranean region, Asia and Africa. His expertise lies in international business, circular economy and sustainable development, innovation and technology management, and international public relations. He is currently the executive adviser of IFFCO after two decades of holding the position of Group Director for Int'l Development, a business based in UAE, that manufactures and markets consumer products. Muhamed Ćatić also serves as a special adviser to United Global SDG Index

Institute (UNGSII) and strategic adviser to McDonough Innovation.

Muhamed Čatić received his BSc from University of Sarajevo in theoretical mathematics & physics and his MSc from the University of Zagreb in information systems development. He is also an alumnus of the Stanford Graduate School of Business. He received intensive executive training at MIT Sloan Management School and Harvard Business School and was former Industry Fellow to ECNM Group at University of Cambridge, UK.

Muhamed Čatić is former strategic advisor to Prisma Analytics, Cradle to Cradle Products Innovation Institute and Global Footprint Network. He is a former initial member of the Advisory Council of Sheikh Mohammed Technology Park in Dubai, a former member of the Advisory Council of the UCLA Institute for Strategic Studies' Center for Middle East Development, former Board member of JV Co FELDA-IFFCO and a former member of the Executive Committee of EAN-international. He is member of the the Board of Bosnian Pyramid of the Sun Foundation.