

TRUSTEES IN THE FINTECH WORLD

SPEAKERS'
PROFILE



Borko Kovacevic
Director, Marketing & Operations
Microsoft Singapore

Borko Kovacevic is the Director of Marketing & Operations at Microsoft Singapore. He leads a team that oversees marketing, business operations and strategy for Microsoft Singapore, and is responsible for product management, customer and partner experience, integrated and digital marketing, communications, and philanthropy.

In a world where disruption has become the norm, a key priority for Borko and his team is to help customers and partners unlock the economic opportunities of digital transformation. With the conviction that technology has the ability to help people reach their full potential, Borko is **also committed to realise Microsoft's mission, to empower every person and every organisation on the planet to achieve more**, right here in Singapore by bringing the strength of the company to create real and lasting impact for the nation.

Borko first joined Microsoft in 2006 as the business group lead for server and tools in Serbia. Since then, he has served as the marketing & operations lead for Microsoft Serbia and the

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marketing director for the Balkans Region. He had also led the marketing for small and medium-sized businesses for Central and Eastern Europe.

After 10 years in Central and Eastern Europe, Borko and his family moved to Singapore in 2015 where he joined the marketing & operations team in Singapore. As the business lead **for Microsoft's modern workplace solutions in Singapore, Borko drove the strategy and execution** that has helped many organizations in Singapore to move to the cloud to empower their employees. Beyond growing the business multiple folds, Borko is a trusted advisor to the leadership and a valued team member. For his outstanding performance, he has won **various awards, including the Platinum Circle of Excellence, Chairman's Award.**

Prior to joining Microsoft, Borko also held roles at Delta Holding and Saga d.o.o Beograd in Serbia.

Borko graduated from the University of Belgrade in Serbia, with a Bachelor of Engineering, majoring in Information Technology Project Management. A lifelong athlete, he enjoys playing football and staying active through running and indoor exercises. Borko is married with one son and is a proud father who enjoys long walks and playtime with his boy.