



YELENA V. ZEMTSOVA, CFA

CEO, PR Squared Worldwide Eurasia Bridge, Singapore

Originally from Saint-Petersburg, Ms. Zemtsova, a double Russian-French national, based in Singapore since 2010, has worked in the financial services industry in the U.S.A., France, Luxemburg and Singapore since 2000.

As a CEO of PR Squared Worldwide Eurasia Bridge, Ms. Zemtsova works with SMEs (tech, mining, etc.) to help them with their growth fundraising (mostly private equity placements) between USD 5 million to 200 million. She also organizes roadshows in Singapore and assists founders with formulating strategic views for their companies' development and acquisition of the right joint-venture partners, clients and investors. Ms. Zemtsova helps boutique investment funds (AUM USD 20 million to 200 million) with idiosyncratic strategies to increase their assets under management through placements with (U)HNWIs, Family Offices, PE & VC Funds, Asset Managers, Fund of Fund managers & Real Estate investors. References with regard to previous successful fund raisings are available upon request.

Prior to founding PR Squared Worldwide Eurasia Bridge in September 2015, Ms. Zemtsova was the Head of Investor Relations at Asia Capital & Advisors, a pan-Asian investment management and private equity specialist. Previously, she has held several roles in Singapore, including portfolio management role at a Wealth Management firm, advisory and financial analysis role at an Investment Banking Boutique and economic and markets research role at a Global Macro Hedge Fund. Ms. Zemtsova has also worked in Luxemburg where she was first a Trader/Broker in European and American Equities, Futures, Options and FOREX and subsequently joined ING Private Capital Management (Asset Management arm of ING Private Bank) where she was responsible for Hedge Fund Due Diligence and Fund of Fund Portfolio Management overseeing USD 1 billion AUM as well as Global Strategy for the Private Bank. She began her career in Financial and Operational Audit, first in the U.S.A. and then in France.

In 2018-2019, Ms. Zemtsova studied at Executive Senior Management Program at Cambridge Judge Business School. In 2007, she did Hedge Fund Program at London Business School and became a CFA Charter holder. Since 2010, Ms. Zemtsova has been a regular member of Singapore CFA Society. She graduated Magna Cum Laude from the University of Memphis, TN, U.S.A., with MBA in Finance in 2001. Her BBA in Management and Finance is from the best Business School in Russia, Saint-Petersburg State University, which she finished with a Red Diploma (equivalent to Magna Cum Laude) as a Dean's List Scholar in 2000. Her prior distinctions include P & G Award in 1998 & U.S.A. Government Grant in 1995. Her Petrozavodsk University Lyceum was awarded Georges Soros Grant in 1993.

Ms. Zemtsova is trilingual English-Russian-French, conversational in German and Spanish and has some notions of Italian, Mandarin Chinese, Finnish and Hebrew.

Passionate about art and literature, Ms. Zemtsova enjoys writing poetry and attending vernissages. She has volunteered as an Events and Communication Manager at UFE in Singapore (International French Organization) and cares about Women Education in Asia being a Mentor at WEDU.

In December 2011, Ms. Zemtsova hiked to the Everest Base Camp (5360 meters) from the Nepal side of the Himalayas. She plays tennis even if she stopped competing in tournaments in Russia, is an ardent swimmer & yoga practitioner and a scuba diver.
