



Biography

MATIJA ZULJ – Chief Executive Officer at AGRIVI

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Matija is an impact entrepreneur committed to solving the global food problem. He is recognized as one of Europe's Top Tech Innovators (Sifted by Financial Times) and a thought leader in the fields of agri-food technologies and sustainable food systems.

He is a founder and a CEO at [AGRIVI](#), an AgTech company that delivers powerful digital agriculture solutions, with the vision to change the way food is produced and positively impact billions lives. Today, AGRIVI helps agri-food industry, including Fortune 500 companies, across the globe to produce nutritious, healthy, and sustainably grown food.

Matija is a regular keynote speaker at major global conferences, corporate events, EU parliament, UN FAO events, TEDx events, and universities. He serves as a European Innovation Council Ambassador, OECD-FAO Advisory Group Member for Responsible Ag Supply Chains, UN Global Compact Board Member Croatia and a Faculty Council Member for the International Digital Agriculture Study at University of Osijek.

He is a great advocate for sustainable food systems, the future of food, novel food business models, AgTech, FoodTech, digitalization of the agri-food industry, AI in agriculture, start-up eco-systems, entrepreneurship, and motivation through his thought leadership activities.