

Global Digital Economy Partner Evita Lune was part of the jury at the business opportunity conference “ICEBREAKERS'18”

October 8, 2018 – Riga, Latvia. The event gathered over 200 participants ranging from students interested in startups and entrepreneurship journey, to startups, to business decision makers and enthusiasts.

The goal of the “ICEBREAKERS'18” conference is “to encourage young people to explore the unknown diversity of business opportunities in various fields, and to encourage students to elevate their ambitions and to look beyond the borders of Latvia in order to promote the world experience and knowledge.”

Participants of the conference included ambitious and promising Latvian startups, such as Debitum Networks aiming to disrupt global trade finance on Blockchain, Vividly who are creating new Virtual Reality Experience in architecture, and Printful - custom design for apparel and accessories aiming to IPO in New York. Representatives from the established international companies shared their business stories and discussed the multitude of business opportunities existing in different areas.



The conference concluded with a "Business Ideas Competition" where students pitched their business ideas and competed for the main prize.

Evita Lune together with the jury members of the "Business Ideas Competition" evaluated pitches and presented the award to one of the three winners PARKDROID.



“Participating in such events is always exciting as it shows how many bright young minds we have, and it’s fantastic that there are such platforms as this conference that encourages them to implement their ideas in

real life. Being a judge was tough, but I believe we made a fair decision and I wish all the best to the winner!", stated Evita Lune, Partner for Global Digital Economy at Pedersen & Partners.



[Evita Lune](#) is a Partner who drives the firm's Global Digital Economy. She has completed over 50 senior level assignments in 29 countries within this practice, out of her total portfolio of over 600 assignments. Ms. Lune works extensively with FinTech clients from the Baltic sea region (Scandinavia, Baltics, Poland) and supports their global expansion plans in all continents by providing effective executive search solutions. As a team leader and regional director, she manages Pedersen & Partners teams in Poland, Baltics and Belarus. Her previous experience includes three years with the Stockholm School of Economics in Riga as the Executive MBA Program Director and six years with Shell in international and regional marketing management functions in Riga, Budapest, and Brussels.

Ms. Lune was a speaker at the CEE FutureTech congress in Warsaw - one of the most important business summits in Central and Eastern Europe and participated in Blockchain Pre-Accelerator Program at University of Latvia. She is also a blogger for RigaTechGirls and a Jury Member of CEE Capital Markets and FinTech Awards. Ms. Lune was recognized by Forbes as one of the top 25 most influential women in Latvia for two years in a row.

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