

CURRICULUM VITAE
Monica Mezezi, MBA.

BUSINESS ADDRESS:

IVFonline.com, LLC
CEO
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WORK EXPERIENCE:

2000-Present:

CEO & Shareholder of IVFonline.com, LLC
Directing the operation and expansion of IVFonline worldwide with operation offices in Connecticut, Canada and Belgium. Gross Revenues 10mil with internal growth funding.

March 2008

Co-founder and shareholder of ZenithBiotech, LLC – a biotech company with focus on stem cell area.

June 2005

Directed the operation of setting up the media manufacturing laboratory in Guelph, Ontario, Canada. Since its establishment the LifeGlobal media line has been a key product line to fund development and business growth of the whole company through the high product margin and superior quality performance.

June 2004-Present

Chief Editor, Fertility Magazine – a free subscription magazine that connects clinicians, doctors, patients, scientists and suppliers in the industry.

June 2000

Cofounder of IVFonline.com, LLC along with Dr. Jacques Cohen and Michael D. Cecchi. Established and directed sales force for North America and worldwide.

February 1999

Established operation in Canada for genX international, inc and directed establishing distribution channels with some 40 distributors worldwide

1996

Cofounder of genX international and Coda products invented by Michael Cecchi, Dr. Jacques Cohen and played key role on business development, marketing and distribution worldwide.

September 1995	Hired to help with Pioneer Medical, inc a distributor of Rocket of London products in US and manufacture of Pioneer Pro-Pump; Gross Revenues at the time of hire was only 100K
August 1992	One of the first to be awarded an Alexander Hamilton Exchange Fulbright Scholarship in Albania from the US Government. She took her husband and her son of 3 years old at that time and went to Oklahoma State University. In addition to completing her exchange scholar program at Marketing department, she worked at Research Department of OSU and undertook completing an MBA degree at the same time.
1991-1992	Small Business Enterprise (SME), Marketing Manager working with a European team of SME to assist new entrepreneurs in Albania with their business plan and funding their small business and marketing development. Got trained by a similar SME sister company in Budapest, Hungary.
1986-1992	University of Tirana, Teaching Assistant on Trade Economics and later part of university team to establish marketing program at University of Tirana through a scholar exchange program with University of Glasgow. Went to university of Glasgow as part of 12 people team from University of Tirana for training for two months 1990. After coming back from University of Glasgow, she was one of the first to teach Marketing at University of Tirana 1990-1992.

HONORS AND PROFESSIONAL ORGANIZATIONS:

Nominated for RBC Canadian Woman Entrepreneur Award August 2009

American Society for Reproductive Medicine

Alpha

Mediterranean Fertility Society

Middle East Fertility Society

SKILLS/Strengths:

Skilled in new business development, Start Up operations and business expansion. Has worked and lived in three different countries and traveled since 1990 to over 20 countries worldwide. Participated in more than 50 local and international conferences worldwide. Established and

directed several workshops in major meetings worldwide. Directed exhibition in over 20 major conferences worldwide. Experienced with multi culture communication and business development CoInventor in several issued and filed Patent. Passionate for business development, highly motivated and well respected by many business associates and well connected in the IVF industry worldwide.

EDUCATION:

Master of Business Administration Oklahoma State University, Stillwater, Oklahoma
Graduated: May, 1995
Major: Marketing and Business Development

Bachelor of Science

University of Tirana, Faculty of Economics, Tirana, Albania
Graduated: June, 1986.
Major: Trade Economics
Graduated with High Honors and recruited by the University as Research and Teaching Assistant

REFERENCES

Dr. Jacques Cohen (jc@embryos.net)
Chief Editor, RBMonline

Dr. John Biggers (john_biggers@hms.harvard.edu)

Dr. Catherine Racowsky (CRACOWSKY@PARTNERS.ORG)

Dr Klaus Wiemer (kewiemer@comcast.net)