



## Sanja Partalo

### **Co-Founder and Managing Partner of S4S Ventures**

Sanja Partalo is a Co-Founder and Managing Partner of S4S Ventures, a venture capital firm focused on early-stage companies exploiting opportunities presented by the next wave of digital transformation of the Marketing & Media sectors. Alongside Sir Martin Sorrell, Founder of WPP and Chairman of S4 Capital, and Daniel Pinto, Founder and Chairman of Stanhope Capital, she is backing the next cohort of innovators and disruptors in the ecosystem.

A long time WPP executive, Sanja has worked directly with WPP's C-suite in a variety of roles focused on driving growth through development of new technology products & solutions, strategic partnerships & alliances, and venture investments.

Most recently, she served as Global Head of Strategic Development & Partnerships. In this role, she lead WPP's channel strategy, product & solution development, and go-to-market with all major technology platforms that are transforming the value chain of marketing, media and consumer experience orchestration – Google, Meta, Adobe, Salesforce, Microsoft, Snap, ByteDance and Amazon, among others – and oversaw a \$B+ strategic partnership portfolio. She spearheaded numerous market-leading partnerships at WPP, including the first global agency partnership with TikTok, Google's Waze and Snap.

Sanja is recognized for her ability to identify emerging trends in the industry and was instrumental in leading and driving success of numerous venture investments, including Gimlet (acquired by Spotify) and SuperAwesome (acquired by Epic Games). She has served on the boards of numerous venture-backed companies, including YouEarnedIt (acquired by Vista Private Equity), Gimlet, Fatherly (acquired by SomeSpider), SubVRsive and the Mighty. She currently serves on the boards of Tenovos, 4.screen, Tracer, tvScientific, A-Frame Brands, Beam and Provenance.

Sanja holds an MBA from Columbia Business School, where she serves as a Lecturer and Adjunct Professor of Marketing, Media & Technology.

She was born in Bosnia and came to the US as a teenager through a refugee resettlement program, having spent 3 years living in a war zone and two years in a refugee camp. Her story was captured in President George W. Bush's book "Out of Many, One" and in accompanying exhibit of portraits painted by the President to inspire understanding and highlight contributions by refugees and immigrants to the United States.

Sanja is passionate about human rights and serves as Co-Chair of Human Rights First.