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SUMMARY

Senior sustainable finance and ESG professional with 24 years of combined experience as an environmental expert and economist, currently leading ESG function and responsible for ESG risk management and ESG framework development at Erste Bank Serbia. Proven expertise in designing and operationalising ESG and sustainable finance frameworks in line with international financial institution (IFI) standards, including EIB, MIGA, EBRD, IFC and KfW. Strong track record in integrating ESG into credit processes, developing institutional ESG frameworks, and supporting alignment with EU regulatory requirements, including CSRD, EU Taxonomy, as well as EBA and ECB expectations related to climate and ESG risk management. Practical experience in environmental and social due diligence (ESDD), client assessments, monitoring of corrective action plans, and implementation of IFI environmental and social requirements within lending operations. Extensive experience in supporting MSME and mid-cap transition to low-carbon business models by translating decarbonisation strategies into practical, bankable investment pathways, contributing to the development of green project pipelines and facilitating access to sustainable finance solutions. Hands-on experience working with clients across agricultural, food production, manufacturing, wood-processing and other industrial sectors, identifying decarbonisation opportunities, E&S risks, and investment needs. Experienced in working within a Western Balkans context, including regional cooperation initiatives and collaboration with international financial institutions and development partners, with a strong focus on capacity building, technical assistance, stakeholder engagement, and fostering cooperation between financial institutions, MSMEs, regulators, and international partners. Recognised for delivering impactful ESG strategies, initiatives, capacity-building and training programmes, including award-winning sustainability frameworks, and actively contributing to the advancement of sustainable finance ecosystems through close collaboration with financial institutions, the Chamber of Commerce and Industry of Serbia, the Association of Serbian Banks, academia, and national authorities. Brings a strong combination of financial sector, regulatory, environmental and social, and sustainable finance expertise, with a practical focus on implementation, capacity building, and delivery of measurable ESG and sustainable finance outcomes.

WORK EXPERIENCE

Erste bank Serbia a.d. Novi Sad

Senior ESG Expert

September 2023 – ongoing

- Author of the Environmental and Social Management System (ESMS) and ESG Governance Framework, developed in line with international financial institution (IFI) standards.
- Appointed ESMS Officer, responsible for the administration and oversight of the ESMS for international financing (EIB, MIGA, EBRD, IFC, KfW...), including governance, monitoring, reporting and continuous improvement of ESG risk management practices.
- Conduct Environmental and Social Risk Assessments (ESRA) and ESG due diligence in accordance with IFI requirements including categorisation of transactions into ESG risk categories and assessment of clients above applicable screening thresholds across agriculture, food processing, manufacturing, energy, infrastructure and other sectors.

- Leads ESG assessments and provides expert opinions for financing transactions across large corporate and MSME portfolios in line with the Responsible Financing Policy, including complex and high-risk sectors, supporting credit decision-making and ensuring alignment with ESG standards and sustainability objectives.
- Chair of the Erste Serbia Sustainable Finance Committee, responsible for assigning the Sustainability Index to transactions not covered by automated GRAS - green classification tool, ensuring consistent application of ESG criteria and alignment with EU Taxonomy and sustainable finance objectives.
- Author of the bank's ESG Strategy, recognised with an industry award, and responsible for aligning sustainability objectives with regulatory frameworks, including CSRD and EU Taxonomy.
- Oversight and coordination of ESG engagement with clients in carbon-intensive sectors, supporting the development of decarbonisation pathways and transition plans, in line with EBA guidelines and ECB expectations on climate and ESG risk management, including integration into credit risk assessment processes and reporting to Group level.
- Lead of the *Vienna Restatement Initiative*, a regional supporting MSME decarbonisation and transition to low-carbon business models, enabling MSMEs to identify, structure, and access financing for green investments. The initiative is implemented as part of a regional Erste and Sparcasse programme covering Serbia, Bosnia and Herzegovina, North Macedonia, Montenegro, Slovenia, and Croatia, currently in its second phase, fostering regional peer exchange, knowledge sharing, and harmonisation of sustainable finance approaches.
- Designed and delivered sector-specific MSME capacity-building programmes, initially piloted in the textile sector and expanded to agriculture and food value chains, supporting the development of decarbonisation pathways and bankable green investment pipelines.
- Designed and delivered large-scale ESG training and capacity-building initiatives, reaching over 1,500 participants, including bank employees across functions, clients and potential clients (MSMEs and corporates), startups, as well as students and the broader community, contributing to ESG awareness and practical implementation.
- Established and maintains active collaboration with key ecosystem stakeholders, including financial institutions at national level, ministries and national authorities (including the National Bank of Serbia), leading business associations (such as the Chamber of Commerce and Industry of Serbia, the Serbian Banking Association, NALED, AmCham, and Confindustria), international organisations and consultants (UNDP, IPC – Internationale Projekt Consult GmbH, MACS Energy & Water GmbH), audit and advisory firms (PwC, EY, KPMG, Deloitte, PKF), industry clusters, academia, and civil society organisations, supporting MSME transition, development of green pipelines, and raising awareness on climate change and sustainable business practices
- Led the development of an internal Erste ESG digital platform, supporting knowledge management, regulatory tracking, and internal capacity building.
- Participated in on-site assessments and monitoring visits of MSME clients (both independently on behalf of EBS in cooperation with KfW) across agricultural, wood-processing, paint manufacturing, food production sectors, etc. supporting environmental and social due diligence, verification of implementation of corrective actions arising from ESDDs, and compliance with IFI standards.
- Co-initiator and co-organiser of an upcoming multi-stakeholder conference on climate change and food value chains (May 2026), in partnership with the Chamber of Commerce and Industry of Serbia, leading concept design, stakeholder coordination, and engagement across the full agri-food value chain, including financial institutions, agribusiness actors (producers, processors, retailers), biomass and biogas sector participants, insurance companies, MSMEs and entrepreneurs, as well as academia, researchers, and the wider professional community.

National Bank of Serbia, Insurance Supervision Department

January 2017 – 2023

Chief Prudential Insurance Supervisor

2014 - Jun 2017

Senior Off-Site Supervisor for International Cooperation

July 2011-2014

Senior Supervisor for International Cooperation

Jun 2011—July 2011

Supervisor for International Cooperation

January 2007 – May 2011

Independent Expert Associate

October 2005 - December 2006

Associate

Main responsibilities

- Led supervision of complex and high-risk insurance institutions through risk-based on-site and off-site oversight, ensuring compliance with regulatory frameworks and alignment with international supervisory standards.
- Conducted regulatory assessments, developed supervisory methodologies and risk analyses, and enforced corrective measures, including restructuring actions and license decisions.
- Represented the National Bank of Serbia in international forums (EU, IMF, World Bank) and supervisory colleges, contributing to cross-border cooperation, regulatory alignment, and institutional capacity building.

Key Projects & Achievements

- Led and contributed to key international and regional initiatives, including EU-funded IPA projects, cross-border supervisory cooperation (MoUs), and regional capacity-building programmes, promoting alignment with EU standards and harmonisation of supervisory practices.
- Organised and delivered high-level regional events and contributed to development of supervisory methodologies, strengthening risk-based supervision frameworks.

EARLIER CARRIER

USAID, BearingPoint (Serbian Central Bank Operations, Pension and Insurance Reform Project)

Financial Analyst

September 2003 - October 2005

Administrative and Finance Assistant

Jun 2003 - September 2003

Contributed to financial sector reform and regulatory alignment within a USAID-funded project, supporting central bank and insurance sector development through process optimisation, stakeholder coordination, and financial and operational project support in a multi-stakeholder environment.

National Bank of Serbia, Department for FX Matters and Foreign Credit Relations, Balance of Payment Department

Trainee

May 2002- June 2003

MEMBERSHIPS

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- Member of the Executive Board (2022 – present)
Society for the Protection and Study of Birds of Serbia, (<https://pticesrbije.rs>),
Contributing to biodiversity preservation initiatives, governance of the organisation, and promotion of environmental awareness and conservation programmes.
 - Member (2009 – present)
Civil Ecological Association “Rzavljani”, Arilje (<https://rzavljani.rs>)
Initiated and co-founded a civil society organisation focused on the protection of river ecosystems, actively contributing to awareness raising, stakeholder mobilisation, and advocacy against environmentally harmful infrastructure projects.
 - Member (2009 – present)
Civil Ecological Association “Zaštitimo Zvezdarsku šumu”, Belgrade (www.zvezdarskasuma.blogspot.com)
Supporting conservation of forest ecosystems and biodiversity and promoting environmental awareness and sustainable land use.

EXPERT WORKING GROUPS

Active contributor to international and cross-sectoral working groups focused on climate transition, biodiversity, and sustainable finance:

- Member of the Environmental Protection Alliance of NALED (National Alliance for Local Economic Development), contributing to initiatives focused on environmental protection and sustainable development.
- Protection and Investment in Biodiversity and Water Resources to Strengthen Climate Resilience Group, American Chamber of Commerce, Government of Sweden
- Climate Ambition Accelerator, UNGC Program, United Nations Global Compact Network Serbia
- Net zero transition 2024+ working group, Erste bank Serbia

AWARDS

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- ESG Leaders Award (PwC, 2025) - Recognised for designing and delivering impactful ESG education programmes targeting financial institutions, corporate clients, and broader stakeholder groups, <https://www.pwc.rs/sr/konkurs-esg-lideri-2025/pobednici-konkursa-ESG-lideri-2025.html>
 - ESG Leaders Award for Climate Strategy (PwC, 2024) - Awarded for development and implementation of the bank’s climate strategy, contributing to portfolio decarbonisation and alignment with climate transition objectives, <https://www.pwc.rs/sr/konkurs-esg-lideri-2024/pobednici-konkursa-ESG-lideri.html>
 - Sustainability Champions Recognition (CSR & ESG Forum, 2024) - Recognised for leading the application of ESG standards within the financial sector and supporting Serbia’s energy transition, <https://www.erstebank.rs/sr/o-nama/press/saopstenja/2024/12/13/dve-nagrade-za-erste-banku-liderstvo-u-inkluziji-i-borbi-protiv-klimatskih-promena>
 - First Prize for Best Research Paper on the Implementation of the 2030 Sustainable Development Agenda (2022) - [Studentski rad: Prepreke i izazovi u oblasti prečišćavanja otpadnih voda i tretiranja otpada - Održivi razvoj za sve \(sdgs4all.rs\)](#) The prize was awarded by

the governments of Switzerland and Germany within the project "Reform of Public Finances - Agenda 2030", implemented by GIZ (<https://sdgs4all.rs/2022/10/06/nagradjeni-najbolji-studentski-radovi-o-sprovodjenju-agende-2030-u-srbiji>) (2022)

AUTHOR OF BOOKS FOR CHILDREN

- **2025, "Home is where the pack is"** ("Dom je tamo gde je čopor"), published by "Pčelica" d.o.o. Čačak (<https://pcelica.rs/dom-je-tamo-gde-je-copor>)
- **2023, "Let trash become flowers! Let's recycle!"** ("Da smeće postane cveće! Reciklirajmo!"), publishers: Association for Supporting Persons with Developmental Disabilities "Naša kuća" and "Smurffit Kappa" a.d. Belgrade.
- **2021, "The Ecological Reader"** ("Ekološka čitanka"), published by "Pčelica" d.o.o. Čačak ([Ekološka čitanka \(pcelica.rs\)](https://pcelica.rs/ekoloska-citanka))
- **2019, "The Rustle of the Forest"** ("Šum šume"), published by "Pčelica" d.o.o. Čačak (<https://pcelica.rs/sum-sume>)

EDUCATION

2021 – 2023 MA in Environmental Policy, Faculty of Political Science, Belgrade University

Major in Environmental Policies

1993 – 2002 MA from the Faculty of Economics, Belgrade University

Major in Foreign Trade

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Social Entrepreneurship in Action: Social Impact and Inclusive Business Practices, KFW & Frankfurt School of Finance and Management
- Sustainability Training & E-learning program (STEP), World Bank Group, 2024
- ESG Management training, EY, 2024
- Integrated Management System Certificate – ISO 9001:2015 (QMS), ISO 14001:2015 (Environmental Management Systems), ISO 45001:2018 (OH&SMS), 2025

LANGUAGES

Mother tongue: Serbian (fluent across Western Balkan language context), English – fluent/Cambridge ESOL/Certificate in Business English, Italian – basic, German - basic

SELECTED SPEAKING ENGAGEMENTS *(full list available upon request)*

- ✓ Conference "Be Risk Protected 2026" Conference (June 2026, upcoming) – ESG and climate-related risks and sustainable finance topics, <https://beriskprotected.rs/konferencija-2026/>
- ✓ Assembly of Internal Auditors of Serbia, presentation topic – ESG and Internal Audit: New Risks, New Responsibilities, July 2025, <https://finiz.singidunum.ac.rs/agenda-2024/>
- ✓ Conference Be Risk Protected 2025, presentation topic: "What is needed in the ESG area to help you secure a loan more easily?", May 2025, <https://beriskprotected.rs/konferencija-2025/>
- ✓ Organizer and lecturer of the first workshop dedicated to climate challenges and decarbonization for textile industry, in collaboration with the Serbian Fashion and Apparel Industry Cluster (<https://lnkd.in/dB4s4eHt>), March 2025
- ✓ SEE NPL + Finance Forum panel - Exploring Key Trends in Financial Services - From Cash Loans to Green Loans, January 2025, <https://seenplforum.com/2024/11/07/driving-esg-transformation-katarina-majic-joins-the-see-npl-finance-forum/>
- ✓ Conference "ESG, a way of life and doing business", Confindustria & Chamber of Commerce and Industry of Serbia, moderator of the panel "Increased focus on the nature", <https://confindustria.rs/sr/vesti-iz-konfindustrije-srbija/u-beogradu-odrzana-konferencija-esg-a-way-of-life-and-doing-business/>
- ✓ Biology Students' Congress "Simplast" 2024 – "Can Banks Cool the Planet?", https://www.linkedin.com/posts/erste-bank-serbia_esg-odr%C5%BEivabudu%C4%87nost-zelenatranzicija-activity-7262743046520270849-hpKB/
- ✓ International Scientific Conference FINIZ 2024, presentation topic: "Are social media shaping a sustainable business future?"
- ✓ Lecture for Companies from the Private, Public, and Financial Sectors, and NGOs, organized by Acta Media on the Topic – CLIMATE CHANGE, CHAPTER I: FACING THE GLOBAL AND SERBIAN PERSPECTIVE, 2024, <https://singidunum.ac.rs/news/uspesno-realizovana-jedanaesta-konferencija-finiz-2024>

HOBBIES & INTERESTS

Creative writing and environmental storytelling, with a strong personal focus on nature-based lifestyles and sustainability practices.

References available upon request.