

# JOACHIM-ANTOINE BERTOT



## >> PROFILE

Specialist in IT systems and their implementation, Joachim has since become an accomplished investment analyst, in particular within the Mongolian Real Estate and Stock Exchange fields. An entrepreneur at heart, with an excellent ability to identify opportunities, Joachim has successfully started a number of profitable businesses in unique niche markets both in Europe as well as in Asia.

## >> CAREER PROGRESSION

### **M.A.D. Investment Solutions - Co-Founder & Senior Partner** **June 2008 - Present**

Joachim is a Senior Partner in M.A.D. and is in charge of sourcing, packaging, implementing and overseeing all of the investments managed by M.A.D. as well as sourcing the next field of opportunities for our clients. Joachim has been in Mongolia for 11 years where he has worked for a number of industries and eventually co-founded M.A.D. with Chris and Uyanga. Joachim places his incredible analytical mind to the service of our clients and has become a specialist at modeling and creating simple yet efficient structures to maximise ROI's.

### **Research Squared - Co-Founder**

R<sup>2</sup> has rapidly become Mongolia's first truly comprehensive investment research institution with cornerstone off-the-shelf reports such as Mongolia's first comprehensive Property Report (450 pages), the MSE report and the groundbreaking Mongolian Who's-Who in addition to a wide variety of custom-made investment reports, business planning and reputational corporate due diligence products as well as site visits and desktop valuations.

### **JB WEB - Founder / Chief Executive Officer** **2002 - 2008**

Candidate has acted as advisor for numerous companies (Asia Pacific Investment Partners, Boro Gold, etc...), NGO's (USAID) and Government agencies throughout Mongolia in the fields of information technology, network management, web design, internet web ranking, web marketing strategy, in addition to a wide range of comprehensive design services.

### **HESKY, SA - Founder / Chief Executive Officer** **1998 - 2002**

Opened 8 retail shops in the South of France with clothing, home accessories, and miscellaneous items at heavily discounted prices. Involved in developing a computerized inventory system and an order management process, including all the relevant trade and banking documentation.

### **ATELIER 51, SA - Founder / Chief Executive Officer** **1995 - 1998**

Founded a design agency focused on publishing, web design, graphic design, digital photography and print publishing.

### **JOVENET, SA - Founder / Chief Executive Officer** **1992 - 1995**

One of the earliest Internet Service Providers in France. The Company had over 2,000 customers after only 2 years of operations and was successfully sold to one of the largest IT companies in France. The Company also pioneered the formation of an Information Technology Learning Center to upgrade the knowledge base of information officers active in the French industry.

### **ILTON, SA - Operating Officer - Assistant to the CEO** **1995 - 1998**


Family company involved in retail garment industry in France, comprising more than 30 outlets throughout the country.


## >> EDUCATION

**Université des Sciences Sociales - Toulouse, France** **1992 - 1996**  
Bachelor degree in mathematics applied to social science.

**Secondary Schooling - Toulouse, France** **1986 - 1992**  
Attended the Lycée Pierre de Fermat in Toulouse and graduated with honors in the Mathematics Baccalaureate Examination.

## >> ABOUT ME

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 **Address**  
Sukhbaatar District  
4th Khoroo, B40 / U33  
Ulaanbaatar, Mongolia

**Nationality** French  
**Date of birth** 22/07/75  
**Marital Status** Married

### **Languages - Fluent**

   
French English

### **Languages - Basic**

   
Spanish Mongolian

### **Computer Skills**

Computer Graphic Design  
Content Management Systems  
Search Engine Optimization  
Social Networking Strategies  
Web Programming  
Database Management  
Network Management  
Video Editing