

Borko Kovačević

17 years at Microsoft Asia. Two multimillion-dollar companies built from scratch. Borko shows leaders what real innovation looks like.



This is what I talk about.

Not innovation as a concept, but innovation as an operating reality — what it actually costs, what it actually breaks, and what it actually takes to come out the other side.



The Reinvention Gap

Every year, thousands of experienced leaders decide to “do something entrepreneurial.” Most become advisors, consultants, or angel investors. Very few actually build. Borko explores why corporate leaders struggle to cross the gap from executive to operator — and shares the specific mindset shifts, identity crises, and hard-won lessons from his own transition. This is a talk about what reinvention really costs and why the discomfort is the point.

- Leadership offsites
- Annual general meetings
- Townhalls
- Executive retreats
- Career transition events



AI Readiness Is an Execution Problem

Borko has seen AI from both sides: as a Microsoft executive selling the vision to enterprise clients, and as a founder figuring out how to actually implement it in a scaling business with real constraints. Most organisations don't have a technology problem — they have a systems, culture, and execution problem wearing a technology mask. Drawing on a decade of enterprise AI conversations and hands-on implementation at his own companies, Borko delivers a practical, no-jargon session on what AI readiness actually requires.

- Tech conferences
- Digital transformation summits
- C-suite briefings
- Industry association events



Building When Everyone Else Is Advising

There's a growing class of ex-corporate leaders offering advice on entrepreneurship. Borko isn't one of them — he's in the arena, running operations across Singapore, Dubai, and Abu Dhabi, managing teams, and navigating the unglamorous realities of building companies from scratch. This talk is for audiences who are tired of theory. Borko shares what you learn about innovation, resilience, and leadership when you're the one making payroll — not the one advising from the sideline.

- Entrepreneurship summits
- Founder events
- Corporate innovation teams
- Startup ecosystems
- Venture capital

***All talks can be delivered as a 30–60 minute keynote, a moderated fireside chat, or an interactive executive workshop. Borko also moderates panels and leads C-suite roundtable discussions. Custom topics available on request.**

Trusted by organisations and stages



“Borko has an excellent sense of what needs to be the focus of the moment

And is very highly effective in setting goals and achieving them. Whenever I worked with Borko, whether it was on marketing or training projects, or on various conferences, I found Borko to be a great go-to guy for making sure things worked well.

— HOWIE LAU
NCS GROUP

“Borko was one of the strongest operators on my Microsoft APAC team

...the kind of leader who consistently delivered against ambitious targets while developing the people around him. Watching him apply that same operator's discipline to building two ventures from scratch has been remarkable. Any audience serious about leadership, transformation, or the realities of building something new will get genuine value from hearing him.

— ANDREA DELLA MATTEA
FORMER MICROSOFT CVP APAC

“Borko is an excellent speaker

In bridging the traditional corporate, rigid and intert narrative and scrappy, innovatve and novel startup culture.

— PRERNA GULATI, APURV JOSHI
JP MORGAN PRIVATE BANKING

“Borko is the rare leader who has operated at the highest levels of global tech and built something real from zero.

His perspective on reinvention is hard-won and worth listening to”

— NIR EYAL
NYT BEST SELLING AUTHOR