

Bojana Popovic
Vice President, Strategy and Business Development
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Bojana Popovic is vice president of Strategy and Business Development at EDF Energy Services. In her current role, Popovic is responsible for group strategy, structured product development, pricing and new business development. She works with retail and wholesale clients to develop solutions for managing risks and portfolio optimization and advises clients on energy markets, renewables and demand response.

Prior to this role, Popovic led EDF Trading's North American Power and Natural Gas Fundamentals team as well as held roles in structuring, asset management and portfolio optimization.

Prior to joining EDF, Popovic traded exotic derivatives at Lehman Brothers and held business development role at GE Oil and Gas.

She holds an MBA degree from Bocconi University (Italy) as well as degree in Statistics and Economics from University of Belgrade (Serbia).