



José Vicente Pons

Master in Economic Engineering (Karlsruhe, Germany)

Managing Director and co-founder of Business Innovation

José Vicente Pons started Business Innovation in 2008, with the idea of helping innovative startup companies to place its products and services in the international market.

He is Angel Investor and also Co-Founder of companies like BioSequence, the first European company that offers the possibility to personalize oncology treatments using DNA ultra sequencing technology and as Business Ingredients, a US based company that helps European companies to develop the US market.

Since 2011 he joined Kenneth P. Morse (Entrepreneurship Ventures, Inc) to develop the VALENCIAN GLOBAL GROWTH PROGRAM intended to help innovative companies to accelerate the increase revenues and profitability.

During 6 years, he was CEO and Managing Director of Natraceutical SA, a Valencian Biotech Company that produced Functional Ingredients and Active Principles for the Food and Healthcare Industry. He and his team took the company with a turnover of 13 M€ and 50 people and went public (Madrid stock exchange NTC), developing a strong European leader with more than 160 M€ revenues and 500 people worldwide with a constant 2 digit grow in revenues. Therefore the team raised in more that 120 M€ from the capital markets and international investment funds (BNP, Deutsche Bank, Dresdner Bank, ..)

Prior to this, José Vicente was in charge of the execution of the strategic program of Natra, (the Spanish leader of cocoa commodities), developing new direct sourcing systems in Ivory Coast and South America so as other vertical integration operations, that ended up with the acquisition of Zahor (Spains' biggest private label chocolate manufacturer).

Before getting into the management duty, José Vicente worked for 10 years as consultant in the Andersen Consulting and Arthur Andersen European practice, developing and implementing new manufacturing and logistic processes in different sectors like food, pharma, textiles and steel production, and has implemented programs to improve costs and efficiency of operations for a number of different companies in Europe and North Africa.

He serves as member of the Board of Advisors of DosBio50 Valencian Fund, and is member of the Board of Bioncotech (a Spanish startup that develops new anticancer therapies) and is member of the organization committee of the FORINVEST context.