

Dori Dana-Haeri

Dori is the Founder and Managing Director of DDH Consultants Ltd. and has more than 25 years experience in strategy and marketing consultancy assisting global companies in understanding growth opportunities through innovation and assisting them in their marketing strategy. Dori has assisted blue chip organisations in the chemical , financial, technology sectors to name a few. The majority of her projects have been global and she has worked extensively on “Go to Market” strategy in emerging markets.

Dori was also a General Partner of Eden Ventures, investing in early stage software technology companies in the UK and Ireland. Eden Ventures has a proven track record of early stage investments and has been actively involved in helping early stage companies to create a compelling business proposition and build the organisational structure necessary for operational excellence.

Dori was responsible for fundraising for Eden Ventures first fund of £50 million and spearheaded the fundraising in the teeth of the market 2004. As the member of the investment committee she also had the responsibility for marketing due diligence for portfolio companies. She also raised the second fund of £75 million.

Prior to Eden Ventures she was a seed investor actively advising start up companies, and entrepreneurs and helping them to raise follow up funds.

From 1983 to 1987 Dori was Business Development Director for BBDO Business to Business Communication. She was responsible for all new business activities and for the planning and formulation of the communication strategy.

Prior to joining BBDO Business Communication Dori worked as a Management Consultant, first at S.I.A.R., an international management consultancy and then at Strategy Research Associates Ltd. During the period 1979 - 1982 she concentrated on professional services companies in Europe and contributed to the writing of business cases in this area, for the London Business School.

Dori has a Masters degree in Business Administration from Bath University, is a member of Institute of Marketing, IOD and has an active role in a number of charities.