

Lara Rosmarin

Head of Entrepreneur Development and Incubation

Lara is the head of Entrepreneur Development and Incubation for CiTi – The Cape Innovation and Technology Initiative Africa's most experienced incubator with a history of 23 years of impact. Working with government, business and society, CiTi promotes the inclusive growth of the digital economy. CiTi has played an integral role in catalysing and supporting the tech ecosystem.

Lara is the Founder of a consultancy business that assists emerging businesses secure funding both locally and internationally to foster growth and scale and in turn assists investors in securing the right opportunities. Lara is the former co-founder and executive director of Seed Academy school for entrepreneurship and a former director of Seed Engine one of South Africa's first business accelerators.

Early in her career, Lara worked in a corporate environment specialising in behaviour risk management. She then chose to divert her expertise to the NGO space specialising in business development and fund-raising strategies. She invested a significant amount of her time advising some of South Africa's top companies on their CSI and aligned strategy. Armed with an in-depth knowledge of the cycle of CSI funding, Lara began working with the South African chapter of an international organisation that promoted and facilitated effective giving, volunteering and social investment. Lara is the author of one of South Africa's top selling children's books published by Penguin - 10 000 copies were sold pre-launch and all funds were directed to the NGO space. Lara has a Bachelor of Social Science degree and an Honours degree in clinical psychology.

