

# Anton Kotov, SVP Corporate Strategy at ABB Group Joins Smart Society Ventures as Senior Advisor

*Kotov Brings Extensive Experience in Strategic Leadership in Energy and Electrification*

GENEVA, SWITZERLAND, November 28, 2024 /EINPresswire.com/ -- [Smart Society Ventures](#) is pleased to announce the appointment of Anton Kotov as Senior Advisor. With ~20 years of experience in corporate strategy and investment across energy and electrification, Anton will bring invaluable expertise to Smart Society Ventures as the firm continues to expand its impact-driven portfolio in climate and sustainability solutions.



Based at ABB Group's global headquarters in Zurich, Anton currently leads Corporate Strategy and M&A for the \$100 billion market cap technology leader in electrification and automation. Anton is looking after ABB's Strategy & Portfolio, Business Intelligence, Enterprise Risk Management, Ventures Portfolio, and Corporate M&A functions. Before taking on this role, he served as Global Head of Strategy, Business Development, and Sustainability at ABB's Electrification Business.

Anton's extensive background in the energy and technology sectors includes over a decade with Schneider Electric, where he held multiple senior roles focused on business optimization, strategy, and M&A.

Smart Society Ventures focuses on investing in transformative climate technologies to address the world's most pressing challenges. Anton's addition to the advisory team reinforces the firm's commitment to leveraging world-class expertise in scaling solutions that enable the transition to a net-zero economy. His deep understanding of global markets, corporate governance, and sustainable growth strategies will play a critical role in SSV's future.

"We are incredibly excited to welcome Anton to SSV as a Senior Advisor," said Brynne Kennedy, Co-founder and Managing Partner of Smart Society Ventures. "I have worked with Anton on a co-investment, and found him incredibly insightful about the future of electrification and technology markets. We are excited to formalize this." ABB Ventures and SSV are co-investors in grid tech company, [Pratexo](#). Anton also joined [The Smart Society Show](#), the bi-weekly climate tech podcast hosted by Kennedy and Former UK Energy Minister Chris Skidmore.

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