

PERSONAL MEDIA KIT

ANTO MARKUNOVIC

Founder & Visionary — Emporiant

PERFORMANCE MARKETING × AI × SOFTWARE

Graz, Austria

Building responsibly. Building for the long term.

Committed to sustainability, energy efficiency, and a greener future in everything Emporiant creates.

Building at the intersection of marketing, **technology**, and purpose.

Anto Markunovic is the Founder and Visionary behind Emporiant e.U., a Graz-based company operating at the crossroads of performance marketing, AI software and hardware, and desktop application development. Emporiant holds official IT-Dienstleistung and Multimedia Agentur licenses in Austria, giving it a firm regulatory and operational foundation from day one.

Anto's path to founding Emporiant wasn't built on convenience — it was built alongside a full-time role in **Marketing & Sales Support**, with every evening hour reinvested into the company's growth. That discipline has shaped how Emporiant operates: lean, deliberate, and allergic to shortcuts.

What distinguishes Anto as a founder is range. He moves fluidly between client-facing growth strategy and deep technical execution — architecting the marketing systems that win clients, and the software infrastructure that runs and scales them. Few founders can speak both languages fluently; Anto builds in both simultaneously.

"Beyond the balance sheet, Anto's work is guided by a broader conviction: that business should be a force for good — favoring energy-efficient systems and sustainable practices, and ultimately existing to improve human wellbeing, not just to generate revenue. Growth and responsibility aren't in tension; they're the same goal."



On Lessons Learned

When we built Remnants of the Past World, it was clear to me that there was a world beyond the region I grew up in — and our aim was to promote it. It was an honest, original story. But it failed.

Back then, I was sure it was a quality issue. That did play a part. But looking back, it wasn't the story that sealed its fate — it was marketing, or the lack of it, from day one.

That failure is part of why Emporiant exists. I don't build things in isolation from how they reach the people they're meant for anymore. A great product without a way to be seen is just a private thought. Emporiant is built on the belief that the two have to be designed together, from the start.

ANTO MARKUNOVIC

A range of ventures, one operating philosophy.

01

Performance Marketing

Growth Operating System (GOS)
— a proprietary marketing and client-acquisition system, including the SIGNAL Engine, built to acquire and scale SMB clients.

02

AI Software & Hardware

IRIDIUM — Emporiant's AI platform and product ecosystem, built for privacy-conscious, on-prem deployment.

03

Software Products

A suite of desktop applications sold via shop.emporiant.com.

04

Infrastructure

Self-hosted internal tooling and systems supporting Emporiant's operations end-to-end.

PUBLICATIONS

In the press.

— Industry Times

A feature on how Anto is quietly building a different kind of creative company out of Graz — favoring steady execution over launch-event noise.

theindustrytimes.com

— Medium

A first-person account of building Emporiant while working full-time abroad — the unfiltered version of what building a company actually looks like.

medium.com

— Vocal Media

Coverage of Emporiant's launch of ENTVISEK, a privacy-first AI platform giving SMBs enterprise-grade intelligence without handing their data to Big Tech.

vocal.media

— Vents Magazine

An interview with Anto Markunovic on founding and running Emporiant.

ventsmagazine.com

VISION

Where this is going.

The long-term goal is to become the international partner businesses turn to when they need real marketing infrastructure — not another vendor, but the underlying system their growth runs on.

What sets Emporiant apart is speed of adaptation. The evolution from ENTVISEK to IRIDIUM is proof of that in practice: **the willingness to drop the whole project and focus our attention on another direction** the moment the market calls for it, rather than defending a decision made a year too early. That same instinct will keep shaping what Emporiant becomes next.

The structure being built reflects that ambition: an international brand across Media, Artificial Intelligence & Software — built to scale toward a team of 50–100, without losing the adaptability that got it there.

Let's talk.

EMAIL Markunovica@emporiant.com

WEBSITE antomarkunovic.com

MEDIA INQUIRIES Markunovica@emporiant.com