



### **Aura Ventures Appoints Mark Esterhuizen as Partner to Accelerate Growth and Innovation**

**Sydney, Australia - 8/4/25** Aura Ventures, the venture capital arm of Aura Group, is pleased to announce the appointment of Mark Esterhuizen as Partner. With a proven track record in scaling high-growth, venture-backed businesses, as well as asset management and banking consulting, Mark brings a unique combination of operational and investment experience and expertise that will be invaluable to the team. His ability to drive transformative growth, secure capital, and commercialise technology will be instrumental in advancing Aura Ventures' mission of empowering visionary founders and delivering exceptional value to investors.

**Eric Chan, Managing Director, Aura Group** said "Mark's impressive track record as a founder, operator and investor makes him an ideal addition to the team. We're all looking forward to making giant strides together as we continue to assist in accelerating the impact of our portfolio companies and invest in new transformative technology businesses."

Mark's distinguished career includes significant achievements in scaling multi-million-dollar marketplaces and high-potential startups. As Chief Financial and Operating Officer at **PeterManettas Seafood Group** (group behind **Manettas Seafood, ShoreTrade** and **Freshey**), one of Australia's and APAC's fastest-growing food e-commerce and supply chain technology businesses, Mark led the company to extraordinary success, achieving 40x revenue growth and securing over \$30M in capital raises. Under his leadership, the company transformed from a \$5M Seed-stage business to a \$180M+ enterprise by Series B. His success in developing robust, technology-driven business models has solidified his reputation as a results-driven leader.

With Aura Ventures latest fund expected to be announced this year, Mark will leverage his deep expertise in capital strategy, operational execution, and market disruption to elevate the firm's portfolio of high-growth startups, which includes, among many others, [Shippit](#), [Haast](#), and [Tixel](#). By bridging strategic vision with operational precision, Mark is ideally positioned to support founders and investors seeking to scale their businesses and unlock substantial growth.

Commenting on his new appointment, Mark Esterhuizen said "Joining Aura Ventures presents an exciting opportunity to collaborate with a dynamic team of investors and founders. The firm's vision to identify and support transformative businesses at their Seed



## Press Release

stage aligns perfectly with my own passion for backing disruptors and creating long-term value. More than ever, as headwinds turn to tailwinds, venture capital is perfectly positioned to best support the next evolution of tech. I am excited what lies ahead and look forward to contributing to the continued success and growth of the portfolio.”

### **About Aura Group**

Aura Group is a financial services firm managing over A\$1 billion in assets, specialising in wealth management, venture capital, private equity, private credit and multi-asset strategies. With a strong presence across Australia, Singapore, and Southeast Asia, Aura Group partners with entrepreneurs, businesses, and investors to drive long-term wealth and value creation.

[www.aura.co](http://www.aura.co)

### **About Aura Ventures**

Aura Ventures, the venture capital arm of Aura Group, is a leading early-stage venture capital firm dedicated to investing in visionary entrepreneurs who are set to define, disrupt, and lead the next generation of commerce. Established in 2013, Aura Ventures has successfully invested in 25 founding teams, deploying over A\$60 million across multiple funds and co-investments, with over A\$37 million already returned to investors.

The portfolio includes notable companies such as Shippit, Catapult, Haast, and Tixel. Currently, the team is in the final stages of preparing Aura Venture Fund III, which is expected to launch in 2025.

<https://www.aura.vc/>

### **For enquiries, please contact:**

Eric Chan  
Managing Director, Aura Group  
Email: [eric.chan@aura.co](mailto:eric.chan@aura.co)  
Tel: +61 488 853 425