



**M.Sc. Ivana Radić, Present communications LTD**

091 923 7701

**Fields of study:**

- Philosophy and Croatian culture – Croatian Studies 1994.-1999.
- Master of economic sciences – University of Economics Zagreb 1999.-2004.
- Alpha Group, the Noble Manhattan Coaching Ltd., the world's leading corporation in the field of coaching – license for the implementation of the Alpha Group coaching 2016.

My core activity is education of the small and medium-sized company director's, with a mission to double their revenue within 2 years. In addition to education, I have been engaged in marketing and public relations for many years, writing texts of various content for web sites and social media platforms. Organization of business conferences, roundtables, seminars and similar events is also something I have successfully been doing during my career.

For many years I worked at the big construction company of 1,200 employees, working mainly with foreign markets on the preparation of the major international projects. Corporate communications were a logical sequence that led to work in public relations and marketing, through which I handled company's crisis communication in the case of Chapter 11 and was in charge of the internal and external communication. There were many challenging situations during the Chapter 11 settlement process that I had to deal with, especially complex communication situations with workers, shareholders, dissatisfied customers, media and clients. The company succeeded in making the settlement, and driven by this success, I decided to start my own business venture in order to help other companies and their employees achieving their own success.

I am a co-author of several reports of UN Global Compact's socially responsible business and the book "*I Can('t) be an Entrepreneur*", a motivational manual for anyone wishing to engage in entrepreneurship or recall their own entrepreneurial challenges.

My motto is – "***Don't be GOOD - Be the BEST***".