

**Tadej SMOGAVEC, Ph.D.**

Tadej Smogavec is Doctor of Science on the field of strategic management. He entered entrepreneurial waters at a very early age. In high school he began working as a tourist guide, he founded his start-up company already as a student and continues to run it today. In 2005, he got employed by SiOL, a Slovenian broadband provider, where he was responsible for the building and management of the intermediary sales network. He continued his career at Telekom Slovenije, where he worked as a B2B marketing manager. As a business expert, he attends numerous international conferences where he speaks and lectures about the digitisation and digital transformation of business. Today, Tadej is working for Petrol as a head of marketing and key projects within innovative business models.