

ŽIGA ČEBULJ (CV)

An open minded, curiosity driven, challenger who has 20 years of managerial, consulting and entrepreneurial experience. I am recognized as being a result oriented and reliable business partner to companies, multi-nationals, start-ups and governments. My focus and expertise are business development, growth strategies, digital transformation, marketing, sales and change management.

Nowadays I work as a mentor, consultant and investor with several start-ups in the field of future mobility, green tech, system quality insurance, travel experience and personal change programmes. They all share passion for AI and deep learning.

My biggest focus is on Nervtech the company specialized in socializing autonomous drive and bringing human factor to mobility AI development.

I was a CEO of Sportina group, leading fashion retail group in SEE region. I have contributed to business restructuring, turnaround, digital transformation, marketing and e-commerce. Sportina group operates on 11 markets, manages over 350 stores and empowers more than 2.500 employees.

I was also one of directors in Pristop, leading SEE marketing, communication and business consulting agency, where my focus was development of new business models (e-commerce, e-media, loyalty programs, payment systems), marketing & sales (CRM, CMS, marketing automation, digi eco systems). I have cooperated with clients from different industries mostly being regional champions or renowned global brands.

I was economy advisor to Prime Minister and advisor to Minister of Finance. I have worked in European Parliament (ECON- entrepreneurship promotion).

I hold a Master of Science degree "Open Innovation in Slovene SME", Economic faculty, University of Ljubljana.

I have received rewards and recognitions in the fields of communication, creativity, design and entrepreneurship. Gold Quill, a kind of global communication Oscar, I have received for communication excellence and efficiency.

I regularly share ideas, knowledge, expertise and winning cases on different distinguished events and international conferences such as:

- Digital transformation and impact on economy growth; *Bled strategic forum*
- Digitalization and automation of marketing; *Slovene marketing conference*
- Becoming marketing imperative; *Marketing summit Belgrade*
- New, digital sales channels; Innovative all-nighter; *Economic faculty Ljubljana*
- Employer branding; *Slovene public relations conference*
- Digitalization of B2B sales and marketing; *Slovene marketing conference*
- Trust and new media; *Slovene public relations conference*
- Corporate innovation and growth models; *Corporate start-up innovation*
- Marketing to »Born-to-be-wild« generation; *Slovene advertising festival*
- Digitalization in tourism; *Summit 100- Business Leaders of SEE*
- Accelerating green tech investments for greener economic growth; *Green tech innovation, CER*