

Mateja Matajič, D. Sc. in Economics is the author of numerous **scientific and professional works** in the field of **strategic planning in companies**, and for the last 20 years especially in the **field of transport**.

Until the beginning of 2019, she was active at the **Ljubljana Transport Institute** as a leading researcher and manager of research projects dealing with the **development, organization and management of the transport market and transport sectors in Slovenia and the EU** (market research, traffic flows, economic viability and efficiency of transport projects and business processes with optimizations).

In her **doctoral dissertation** entitled: "***A differentiated model of road transportation demand – an effective pricing policy tool on the Slovenian transport market***", using econometric modelling she examined the economic efficiency of the transport market in Slovenia and the responsiveness of road transportation to transport demand factors, especially with regard to the level of tolls and the level of competitiveness of rail transport.

She is also active in **international projects** (REGIO-MOB, AlpInnoCT, ACROSSEE, UIC AIR + RAIL, UIC DOOR2DOOR) and obtained **ECQA Certified EU Project Manager**.

She was awarded the **Grand prize MARKETING PROSPECT AWARD 2002 for the best master's thesis**, written before May 2002: "**Marketing, based on relationships between the companies in the Slovenian business environment**" by the Slovenian Marketing Association.

Since February 2019 she has been active as a **Manager and Coordinator of Strategic Projects** in **SŽ-Passenger Transport** and since May 2020 as a **Mobility Project Manager** in **Slovenske železnice, d. o. o.**

The focus of her work in the recent period in the transportation field is the development of **Integrated Public Passenger Transport, Rail Passenger Services Ad-ons, Sustainable Mobility Chain, Development of Last Mile Services at Railway Stations** such as P+R systems, systems of shared e-mobility, e-charging stations, e-storage and commercial services, and development of **MaaS - Mobility as a Service in Slovenia**. In the business planning field, she co-developed the **2021-25 Strategic Plan** of Slovenian Railway Group **for the Mobility Pillar** and developed a **Business Plan** for the **new mobility business area of Slovenian Railways** under a new brand:

