



Anita Pratljačić

Consultant

CONTACT



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ABOUT

An entrepreneur, Founder of BetterHow. Detail oriented with extensive experience in marketing and IT fields, helping SME businesses to achieve better sales and quality leads by providing tailored marketing and business strategy. Possess the ability to motivate, inspire and steer co-workers in the right direction. The expertise: applying modern business practices in traditional business branches. On a pro bono basis, engaged in socially responsible and mentoring work, entrepreneurship promotion. A participant and creator of many projects that have helped the community. Proud single mom of awesome twins.

ACHIEVEMENTS

- 2022. European Enterprise Promotion Awards (EEPA) - National Winner, JA, PREDUZETNIK
- 2022. OXFORD WWP Enciklopedija (listed as one of the 3000 most successful Serbs; field: entrepreneurship)
- 2022. AFA League of Women Entrepreneurs, Co-Founder & Board member
- 2022. AVKF, Board Member
- 2021. The Greatest Contribution to the Community (issued by AFA)
- 2021. AoC Vision, Vice President
- 2018. JA, PREDUZETNIK, Co-Founder, CMO
- 2018. Dutch-Serbian Business Association, Member
- 2016. Girls in ICT

WORK EXPERIENCE

- 2018. - PRESENT Co-Founder, CMO
JA, PREDUZETNIK
- 2018. - PRESENT Founder, CEO
BetterHow
- 2015. - 2017. Co-Founder, Creative Director
Digitizer
- 2010. - 2012. Co-Founder, Creative Director
BorgTech
- 2005. - 2010. Founder
Supernova IT
- 2003. - 2005. CSO (Adria Region)
POLO Handels AG

PROJECTS

- 2022. **I, ENTREPRENEUR Conference**
Project partners: UniCredit Bank, BEterna, MD, BetterHow, CompaniesConnected, Patrol 023, Media Centar S, AQUA Gala
LET'S BECOME STRONGER, WITH KNOWLEDGE TO SUCCESS
Project partners: GIZ, Chamber of Commerce & Industry of Serbia
- 2021. **I, ENTREPRENEUR Conference**
Project partners: OTPbanka, BEterna, MD, BetterHow, CompaniesConnected, Patrol 023, Media Centar S, AQUA Gala, KupujemProdajem, Infostud, Testeral, PULS
- 2019. **EMPOWERMENT, SELF-EMPLOYMENT AND EMPLOYMENT OF PERSONS WITH DISABILITIES**
Project partners: ISKRA PLUS, BetterHow
- 2019. **DIALOGUE FOR THE FUTURE: FOSTERING DIALOGUE AND SOCIAL COHESION IN, AND BETWEEN, BOSNIA AND HERZEGOVINA, MONTENEGRO, REPUBLIC OF SERBIA**
Project partners: UNDP, UNICEF i UNESCO, UN PBF, BFPE
- FROM VULNERABLE WOMAN TO STRONG entrepreneur**
Project partners: UN WOMEN (EU), City of Kragujevac
- RSNOG Conference**
Project partners: RNIDS, RIPE NCC, SOX
- 2018. **First 1000 days for whole life,**
Project partners: UNICEF
- Python Conference**
Project partners: Python Software Foundation, TILDA Center

2018.

RSNOG Conference

Project partners: RNIDS, RIPE NCC, SOX

I, ENTREPRENEUR

Project partners: CompaniesConnected, BetterHow

2017.

IT education for women from socially vulnerable categories

Project partners: Ministry of Public Administration and Local Self-Government, Republic of Serbia; The Ministry of Labour, Employment, Veteran and Social Policy; National Employment Service; Faculty of Philosophy, University of Belgrade.

RSNOG (& ION Belgrade) Conference

Project partners: RNIDS, RIPE NCC, SOX

2014. - 2016.

FOUNDATION FOR CORPORATE SOCIAL RESPONSIBILITY AND CHILDREN'S RIGHTS

Project partners: CSR Children, UNICEF

2014.

BEHIND THE BALKAN WALL

Project partners: Embassy of Italy in Serbia

2010. - 2011.

MY BREASTS ARE OK

Project partners: Ministry of Health, Republic of Serbia; many private companies from Serbia

RECOMMENDATIONS

Đorđe Radulović

+381691108007

Credit Risk Manager at Banca Intesa Beograd

Anita is the most inovative and highly skilled and experienced businrss woman. I recommend Anita like highly skilled advisor and consultant for trading, coaching and manufacturing business.

Dragan Pleskonjić

dragan@conwex.org

Senior Director Application Security at IGT (formerly GTECH), Adjunct Professor

Anita gave me very good insight into digital marketing and similar areas. Her original approach and interesting ideas helped me to better understand what matters and what are just gimmicks. Her ambitious and energetic approach to projects, with experience gained through years of work, instills confidence in success and excellent results.

Boris Stojanović

b.stojanovic@biznet.rs

CEO at BizNet

I had the pleasure of working with Anita on marketing project at the BizNet, collaborating with several external project teams. During this while, I got the notice of Anita as a very committed, self-driven and versatile team partner. Her ability to handle multiple tasks and still be focused was unlike any I've seen before. She always knows the better way of achieving results and there is no problem that Anita couldn't solve it. A very useful resource person to say the least.

Ivan Babić

ivan.babic@altermedia.co.rs

CEO at Altermedia

I would describe Anita as one of digital marking premier consultants. As a marketing consultant, Anita has helped in a number of ways, from marketing strategy, social media through to email, SEO & web development. A passionate and innovative marketer offering great advice and direction, her insight and experience has made a genuinely positive impact.

Đorđe Petrović

djordje@companiesconnected.com

CEO at CompaniesConnected, Executive Director at Dutch-Serbian Business Association

Working with Anita is a pleasure. She is extremely knowledgable and manages to bring modern marketing ideas to the traditional world. Anita is open to ideas and makes things happen. She is a pleasure to work with, full of ideas and a true marketing professional.

better?
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