



**Anita Petrović**  
 Consultant  
**Better?**

**CONTACT**

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**ABOUT**

An entrepreneur, Founder of BetterHow. Detail oriented with extensive experience in marketing, sales and IT fields, helping in assisting SME in enhancing their sales & generating high-quality leads through customized marketing and business strategies. Possess the ability to motivate, inspire and steer co-workers in the right direction. The expertise: applying modern business practices to traditional industries. Engaged in pro bono work, focused on social responsibility & mentoring. Played a significant role in both participating in & initiating numerous projects that have made meaningful contributions to the community.

**Dedicated single mom to two incredible twins!**

**ACHIEVEMENTS**

**2024.**

- President of the Women's Entrepreneurship Section for the Šumadija and Pomoravlje region at the Serbian Chamber of Commerce
- AoC Vision, Vice President, Board Member
- JA, PREDUZETNIK, Board Member
- AFA League of Women Entrepreneurs, Board member

**2023.**

- OXFORD WWP Encyclopedia (listed as one of the 3000 most successful Serbs; field: entrepreneurship)
- AoC Vision, Vice President, Board Member
- JA, PREDUZETNIK, Board Member
- Regional (Šumadija and Pomoravlje) Entrepreneur of the Year award in 2022.
- AFA League of Women Entrepreneurs, Board member

**2022.**

- AoC Vision, Vice President, Board Member
- European Enterprise Promotion Awards (EEPA) - National Winner, JA, PREDUZETNIK
- JA, PREDUZETNIK, Board Member

**2022.**

- JA, PREDUZETNIK, Board Member
- AoC Vision, Vice President, Board Member
- AFA League of Women Entrepreneurs, Co-Founder & Board member
- AVKF, Board Member

**2021.**

- The Greatest Contribution to the Community (issued by AFA)
- AoC Vision, Vice President, Board Member
- JA, PREDUZETNIK, Board Member

**2020.**

- JA, PREDUZETNIK, Board Member
- AoC Vision, Vice President, Board Member

**2018.**

- JA, PREDUZETNIK, Co-Founder, CMO, Board Member
- 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, CMO  
**BorgTech**

**2005. - 2010.** Founder  
**Supernova IT**

**2003. - 2005.** CSO (Adria Region)  
**POLO Handels AG**

**PROJECTS**

**2023.**  
**I, ENTREPRENEUR Conference**  
 Project partners: UniCredit Bank, EBRD, UNIPROMET, BetterHow, CompaniesConnected, Bloomberg Adria, AQUA Gala

**LET'S BECOME STRONGER, WITH KNOWLEDGE TO SUCCESS**  
 Project partners: GIZ, Chamber of Commerce & Industry of Serbia

**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

### LET'S BECOME STRONGER, WITH KNOWLEDGE TO SUCCESS

Project partners: GIZ, Chamber of Commerce & Industry of Serbia

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

### EMPOWERMENT, SELF-EMPLOYMENT AND EMPLOYMENT OF PERSONS WITH DISABILITIES

Project partners: ISKRA PLUS, BetterHow

2018.

### RSNOG Conference

Project partners: RNIDS, RIPE NCC, SOX

### I, ENTREPRENEUR

Project partners: CompaniesConnected, BetterHow

### RSNOG (& ION Belgrade) Conference

Project partners: RNIDS, RIPE NCC, SOX

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.

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 innovative and highly skilled and experienced business 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 marketing 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 knowledgeable 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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