

## BOŽIDAR NOVAK

He founded SPEM in 1986 and developed it into the leading company on the market. In 1993, in cooperation with Nova KBM, he set up the leading capital management company KBM Infond. He has rich knowledge and experiences in managing and realizing communication and finance projects, particularly in lobbying and crisis communication.

In over two decades of creating the PR profession as an editor and co-author, he published four professional publications that were translated into many languages: “Lobbying is hot”, “Crisis communication and issue management”, “How to win the elections” and “Political marketing”. As a full time professor at the London School of Public Relations, he greatly influences the professionalization of public relations in Slovenia, Croatia, Bosnia-Herzegovina, Serbia, Macedonia, Kosovo and in London.

He worked on over 800 projects in over twenty countries. He presided Slovene Chamber of Public Relations and was a member of the managing board of the International Communications Consultancy Organization – ICCO for more than ten years. He is also a founding member of European Public Affairs Consultancies' Associations - EPACA. Under his leadership SPEM Communication group received numerous international awards, among which are the UN award in Chicago and IPRA FrontLine award in Tokyo.

He is active athlete. In his career he also completed training in the special parachute military unit. While attending high school, he received Prešern's award for poetry.

He actively participated in nine elections campaigns at home and abroad. At age 24, he was among the youngest advisors to the last president of Yugoslavian government in Belgrade. In the late 1980s, in the time of vast social changes, he was politically active as a student body president at the University of Maribor and as an editor of an alternative newspaper. For his writings and contributions to the paper, he was put on trial in Belgrade.

He has earned a degree in economics and later on continued his education in specialized studies' programs in Washington, New York and Los Angeles.