

Božidar Novak is an expert in lobbying and crisis communicating. In over two decades of work in public relations field as an editor and co-author, he published four professional publications that were translated into different 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 the PR in Slovenia, Croatia, Bosnia-Herzegovina, Serbia, Macedonia and Kosovo. As a lecturer at the University of Ljubljana – Faculty of Social Studies, at the University of Maribor - Faculty of Business and Economics and Faculty of Administration as well as in Zadar, Croatia at the post-graduate level studies, he passes on his knowledge and experience.

SPEM communication group was founded in 1986. The leading Slovene strategic consulting company in the PR field, which was co-founded by Božidar Novak, received many international awards in this period, among which were the UN award in Chicago and IPRA award in Tokyo. The first lobbying projects were carried out from a small office at the former Republic of Slovenia parliament building in Ljubljana. With the SPEM communication group, Božidar Novak paved the way for PR and lobbying in former Yugoslavia in very sensitive times at the dawn of the first democratic movements in the region. In his career he also completed training in the voluntary special parachute military unit.

In 22 year Božidar Novak worked on over 800 projects in over 20 countries. Up until 2008 he was a general manager of SPEM communication group and the president of Slovenian PR Chamber. He participated in 9 election campaigns at home and abroad. At age 24, he was among the youngest advisors to the 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 got his degree from University of Maribor – Faculty of Economics and continued his education (specialized studies) in Washington, New York and Los Angeles.