

Suzana MIHELIN RITLOP

Suzana Mihelin Ritlop was born on March 20th, 1968. She graduated on the Faculty of Business and Economics in Maribor in foreign exchange.

She is a partner and member of the board in SPEM Communication Group. As a research and development manager she participated in many projects for Slovenian and foreign clients.

The specialties of her employment are research projects, strategy development, international teamwork and cooperation with various international research organisations.

She received an award from United Nations (UN) and IPRA (International Public Relations Association) for the communication project "Heal the wounds of earth and soul" (client: International Trust fund for Demining and Mine Victims Assistance) and a 3i Porter Novelli award, for the project "Establishing the medical faculty in Maribor" as the winner of the Best National Campaign in the Public Affairs category in the year 2003.

She is a member of the Slovenian Researchers Association, ESOMAR - European Association of Public Opinion and Marketing Researchers and the Slovenia PR Society (PRSS).

She is lecturer on the London School of Public Relations (LSPR), an occasional lecturer on the Faculty of Education in Maribor, Faculty for Business and Economics in Maribor and a guest lecturer on the Cranfield University for the topics of strategic communications for humanitarian demining. She is also a representative of Slovenia in the fields of behavioural habits in energy efficiency.