

Denis Mancevic, MBA



Executive professional with 15+ years of working experiences. Core competencies in general management, communications, consultancy, strategy and international business. Team leader with multiperspective approach to business. Strong focus on growth, innovation, integrity and people management.

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PROFESSIONAL EXPERIENCE

CEO & Partner 2020 - Present

[Herman & partners](#)

Leading JV of @Stratkom, @bpcs and @ArnoldVuga - top performing consultancies and specialized agencies in the area of strategic communication, brand design and 365 marketing services, including digital first campaigns.

50+ team of digital, design, creative, marketing experts and communication consultants helping wide areas of industries to build & develop strategic and marketing communications.

Director Of Business Development | Senior Consultant | Public Affairs expert 2018-11 - 2020-01

[Stratkom](#)

Leading large consultancy projects (PA, PR, managing stakeholders relations, digital) while working with key international and domestic enterprises in B2B and B2C industries (finance, energy, telecommunications, etc.).

Co-Founder 2017-10 - 2020-01

[Dtransforma](#)

DTRANSFORMA is a digital transformation consultancy devoted to serve corporate clients, who focus on developing open digital culture with communication through new channels with focus on Employee social advocacy and Social selling projects.

Company was integrated in Herman & partnerji, strategic consultancy, in the beginning of 2020.

Executive Director of Corporate Communications, Member of the Board of Directors, interim CEO (2017) 2014 - 2017-07

[SIJ Group](#)

SIJ Group is the largest Slovenian vertically integrated metallurgical company, with leading positions on European and global niche steel markets. Group consists of two core business areas - metallurgical (core business) and food processing industry (Perutnina Ptuj Group), with over 50 subsidiaries worldwide. Key figures (2016): 7,200 employees, €843 million EUR annual revenue and €127 million EUR EBITDA.

Responsibilities & achievements

Strategic level

- Building SIJ's reputation that transforms into business results
- Leading corporate re-branding strategy and implementation (2014-2015), setting marketing strategy

SKILLS

- Languages: Russian and Slovenian - native, English - full proficiency, Serbian (basic), Croatian (basic), Ukrainian (basic)
- Microsoft Office 365

MEMBERSHIPS

- Vice-President of Slovenian Swimming Federation
- Business and Marketing Council of Slovenian Olympic Committee
- Strategic council for metallurgy of Slovenia (2014-2017)

ACTIVITIES

- Running (including marathons)
- Reading & writing
- Traveling

AWARDS

- "Presern's Faculty Award" for best theses, University of Ljubljana, 2006
- "Prizma award" for best internal communication campaign, 2017

- Creating winning internal communication strategy that influence employee engagement
- Leading roadshow presentations (2014-2017)
- Manage effective sponsorship and donation policy on a Group level
- Managing GR/Public Affairs

Operational level

- Official spokesperson of SIJ Group
- Leading Corporate communication team, including areas of external communication (PR, branding), internal communications, GR/PA and CSR
- Conducting Financial reports - annual and semi-annual reports (2014-2016)
- Issues and crisis management (in b2b and b2c segments)

Economic counselor 2009 - 2014

Embassy of the Republic of Slovenia in Russian Federation, Moscow

- Managing GR/PA on different political levels (local, regional, national)
- Leading business and political communications on different levels across stakeholders
- Consulting services for Slovenian companies on Russian & CIS business environment and possible market entry strategies
- Analytics and reporting on regulation development in Russia (CIS), including sensitivity analysis and government recommendations

Sales and marketing director for Eastern Europe 2008 - 2009

Telargo Inc, Ljubljana, Slovenia

- Fast-growing and leading R&D company in the field of mobile asset management (tracking and supervision systems and solutions).
- Setting, coordination and implementation of sales and marketing activities in the region (Russia, Belarus, Ukraine)
 - Monitoring and holding negotiations with potential domestic partners and clients (service providers and/or system integrators)

Deputy Director 2006 - 2007

First Pension Company, Kiev, Ukraine (subsidiary of Prva Group)

- Prva Group in the leading Slovenian insurance provider in the area of pension insurance, with operations in several CEE markets
- Establishment of subsidiary in Kiev (10 employees)
 - Leading daily business operations, negotiations with 3rd parties

OTHER WORK EXPERIENCES

Member of the Board of Directors (Non-Executive) 2016 - 2017

Perutnina Ptuj Group

Perutnina Ptuj Group (PP Group) is leading Slovenian poultry fresh meat and products production company. Production capacities in 4 countries, 3,600 employees, €250 million annual revenue.

Freelance columnist, speaker & author 2001 - Present

Finance, Delo Newspaper

Author of numerous articles in Slovenian newspapers and magazines; core topics - business environment & strategy, leadership, international economics, digitalization, etc.

2015-2016: Columnist for Finance Newspaper; 2018-2019: Columnist for Delo Newspaper, leading Slovenian daily.

Education

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| Executive MBA IEDC - Bled school of management, Bled, Slovenia | 2016 - 2018 |
| PhD University of Ljubljana International energy relations and diplomacy | 2009 - 2013 |
| Master of international business (Post-graduate studies) University of Maribor, Faculty of Economics and Business | 2008 - 2009 |
| Bachelor's degree (University diploma) in the field of International Relations University of Ljubljana, Faculty of Social Sciences | 2002 - 2006 |
| Bachelor's degree (University diploma) in the field of Russian studies and Sociology of culture University of Ljubljana, Faculty of Arts | 2000 - 2006 |