



Saša

Saša Božič

Inspirational & Motivational Speaker
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Inspirational Workshop Leader
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Working on all levels of the organizational empowerment through employee wellbeing for a complete approach to your personal wellbeing & professional success. Highly experienced in brand and market development, as well as executive wellbeing coaching and introducing employee wellbeing programs. Combining holistic approach toward healthy and empowered members of organization to provide the highest engagement, devotion, and efficiency. I strongly believe that happy employees are a long-term reliable path towards successful business.

Specialized in continual development of innovative approaches and differentiating tactics in marketing and branding area I learned to start from the bottom up, making sure each and every employee is the nr. one face of the company, brand, product or service. My objective is to get everyone in the executive, top, or middle management inspired through personal stories and values. Inspiring leaders of tomorrow to become the best they can be and give the most they can in order to reach self-fulfilment through personal and professional contribution to their business.

Executive Wellbeing Coaching (Personal for senior and top management)

Health is what comes first. When we are healthy, we might not realize that, but in sickness we finally understand, how precious it is. At the end of the day we are all the same, no matter what the business card says. We are all humans and our nature comes with the basic needs. Whatever we do, feel, say, or don't say, affects us. It's our obligation to balance the stressors that came from our environment and find the way to live balanced, healthy, and joyful life. I can help you profoundly reflect on your wellbeing.

To find the source of the good health, it is important to search on the inside. Finding our true self and being inspired by own values and mission does not only have the benefits of being proactive and motivated, but also being able to listen to what our body, mind and heart have to say to keep good physical, mental, and spiritual wellbeing.



Areas of expertise

- Executive wellbeing coaching & inspiring leadership workshops
- Public speaking with objective of inspiring and motivating the audience
- Inspirational communication through all levels of organisation
- Great sense for working with people, good at motivating and developing their abilities
- Strong comprehension of preventive health activities for employees
- Organisation of the employee wellbeing programs, based on developed models and applied to specifics of local customs and workplace culture
- Using "brands are stories to tell" approach
- Introduction of preventive health measures at workplace to HR department
- Raising the preventive health awareness in corporations among decision-makers and spreading the engagement among employees
- Brand development, brand engagement and integrated marketing communication strategies
- Business development in UAE and South Asian Region
- Reliability and high work ethic

Workshops for Inspirational Leaders (Support to Middle Management)

Being "in the middle" might from my experience be the most difficult situation for heartfelt, engaged, and success-oriented colleagues working in the middle management of the companies. Responding to the challenges of everyday requirements from the above and at the same time regulating and supporting the successful work-flow to the below can take a big toll.

It takes a lot of courage, energy, and sleepless nights to keep all the factors of success in balance and be always ready to take a step back in order to make things happen. For that, one needs a strong personality lead by the true inspiration - to follow it and to inspire others through it.



Skills and interests

- LIONS CLUB LJUBLJANA OMNIA – member and past president (working with socially deprived children, organizing events for Lions District 129, Slovenia)
- "MAKE A WISH" SLOVENIA FOUNDATION – member and past president
- SLOVENE MANAGER ASSOCIATION – member
- GEA COLLEGE ALUMNI CLUB – member
- Active sportswoman, ski teacher, national squash champion (1990) and mother of two sons (17 and 13 yrs).

Skills and interests

- Bachelor in economics, department Management and Marketing skills (GEA COLLEGE OF ENTREPRENEURSHIP)
- Participant of four Marketing/Sales and Leadership trainings in hospitality business (WORLDHOTELS, Rome, Madrid, Stockholm, Monte Carlo 2007 – 2009)
- Coaching for leaders – teambuilding, motivation, leadership skills (Glotta NOVA – Centre for new knowledge, 2011)
- Life & Executive coach (Glotta Nova – Centre for new knowledge, 2012 – 2013)
- Sustainability, Capital budgeting and corporate valuation in tourism industry (INTERNATIONAL TOURISM & HOSPITALITY ACADEMY, Faculty of Economics, Ljubljana 2012)

Inspirational Speeches (For the Whole Organization, Professional or Private Event)

"From bottom up," is the approach I like to paraphrase when explaining the wholesomeness of inspiring one's business. When whole organization is in tune with the common objectives, real work shows great results for lower cost. Inspired by the stories of higher goals, better tomorrow, common mission, and being leading business in the field keep everyone going towards the objectives. Stating clearly that everyone's empowerment and authentic wish to be an empowered and coproductive part of the team matters on all levels and that the care for the fellowman is intertwined through the whole organization.

For personal inspiration I am always open to narrate stories that I was moved by, including my own. Intense development of my career and personality brought me many delightful challenges and life-changing decisions. Thankful for being able to follow my calling I have received the greatest prize one can get: putting life on the path towards my true calling. Whether it is your employees or your guests who would like to be inspired at the event you host, I might just be the one you are looking for your keynote, wellbeing, or leadership speaker.



Nektar Natura Group
Director of Global Marketing
(November 2016 – present)

References:
New challenge: Being active in Nutrition industry by helping my client Nektar Natura to promote natural fruit & vegetable juices and educate HoReCa sector on the importance of healthy food and beverages for their guests in more than 20 countries in Europe and Asia. Still: It's all about wellness.

- consulting on business development in UAE in India
- life and wellness coaching
- integration of the internal marketing in an international business group
- revision and unification of global marketing communications strategy
- developing digital marketing and presence in social media

24alife Powered
By Mikropis Holdingl speaker
Director of Global Marketing
(December 2014 – November 2016)

References / clients:
Saša's Coaching Centre in Slovenia and UAE Škrabceva domacija
Contact: Mr. Janez Škrabec (CEO and owner Riko group) , contact on request
Ljubljana University incubator
Contact: Mrs. Lidija Konzak Ph.D. (CEO of LUI),
contact on request Maribor development agency

- consulting on business development and start up in tourism and hospitality
- executive coaching, personal branding
- hospitality and tourism product development
- life and wellness coaching
- consulting on brand development, brand
- engagement through storybranding
- coaching and mentoring startups
- lecturer and motivational speaker
- event management

Life and Executive Coach,
Marketing and Branding
Specialist, Motivational speaker
Owner and CEO
(March 2012 – present)

References:
Healthier and Happier Initiative projects of Employee Wellbeing Programs in southern Asia through 24alife solutions and services Brand re-definition and development
Establishment of comprehensive Marketing Communications directions
Working with:
• TATA group (Tata Motors and Tata
• Consultancy Services)
• Apollo Hospitals
• Dusit Hotels
Contact: Mr. Rajesh Nair (Head Corporate HR Tata Motors), and Capt. Usha Banerjee (Group Director Nursing) contact on request

- ncreasing awareness of the infl uence of healthy employees for reduction of economic costs through higher work efficiency, less curative effects (less sick leaves and medical examinations) and lower healthcare insurance premiums
- developing new approaches to healthy lifestyle also within companies in order to open new and modern workplaces
- systematically managing the importance of health and well-being at work
- creating departments for employment health and well-being including change in the approach to the HR department's workfl ow combining it with health and safety at work (HR health department) to provide interdisciplinary approach
- speaker at FICCI Heal 2016 conference on topics of. . .
- Co-organizer and panel moderator of Healthy Lifestyle Symposium in New Delhi

Sava Group Corporation,
Sava Hotels & Resorts
Director of marketing support services
(September 2009 – February 2012)

References:
SAVA H&R Start up - member of the management board at the national level project developing umbrella brand of newly established hotels & resorts chain, after Sava's capital takeover of 6 destinations in Slovenia.
Contact: Mr. Andrej Sprajc (former Chairman of the Board at Sava Hotels and resorts),
contact on request

- brand development, brand engagement (internal and external)
- marketing strategic planning and execution
- hospitality and tourism product development
- integrated marketing communication
- e-commerce
- team leading, coaching and teambuilding
- developing identity, values and communication strategy through Story-Branding
- implementing the CRM strategy with the successful and development
- implementation of uniform hotel standards to enhance the quality and recognition of SHR services

Monsadria Ltd. Ex. Hotel Mons
(currently Four Points by Sheraton),
Ljubljana Pule Estate,
Dolenjska Region
Marketing director
(January 2007 – March 2009)

References:
WORLDHOTELS – planning and execution of sales and marketing activities in cooperation with international hotels & resorts group EVENTS TO BOOST THE LOCAL COMMUNITY – HOTEL EMPLOYEE magazine – also implementing other teambuilding strategies
Contact: Mr. Tomo Pust (former CEO of Monsadria Ltd.), contact on request

- hospitality and tourism product development
- sales and marketing (through WorldHotels channels)
- branding and e-commerce
- integrated marketing communication
- team leading and teambuilding
- event management

CDE Nove Tehnologije Ltd.,
Telecommunication Technologies
Marketing director
(September 1995 – December 2006)

References:
CALL.CENTER.COLLEGE – educational product development
IMPLEMENTING DIGITAL APPROACH TO MARKET and on a national level
Contact: Mr. Matej Žvan (CEO of CDE) contact on request

- marketing and brand development
- CRM product development
- marketing strategic planning and execution
- HRM educating and e-commerce
- educational product development