



Saša

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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 and 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 reliable long-term 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 enjoy good health, we might not realize its importance, but when sickness strikes, we finally understand the preciousness of wellbeing. At the end of the day we are all the same, no matter what our business card says. We are all human and our very nature entails fulfilling some basic needs. Whatever we do, feel, say, or don't say, affects us. It's our obligation to balance the stressors that come from our environment, and find a way to live a balanced, healthy, and joyful life. I can help you profoundly reflect on the state of your wellbeing.

To find the source of the good health, it is important to search inside ourselves. Finding our true selves and being inspired by our own values and missions makes us more proactive and motivated, moreover we are better equipped to listen to the messages of our bodies, minds and hearts which enables us to experience good physical, mental, and spiritual wellbeing.



Workshops for Inspirational Leaders (Middle Management Support)

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

It takes a lot of courage, energy, and sleepless nights to keep all success factors balanced and to be always ready to take a step back in order to make things happen. For that, one needs to possess a strong personality led by the true inspiration - only this way, other employees will follow and be inspired through it.



Inspirational Speeches (for Entire Organization, Professional or Private Event)

"From the bottom up," is the approach I like to use when explaining the wholeness of inspiring one's business. When the entire organization works toward common objectives, such dedicated real work brings great results for a fraction of the cost. Inspired by the stories of higher goals, a better tomorrow, a common mission, and by the vision of being a leading business in the field, everyone becomes motivated to work towards these objectives; even more so, when leaders state clearly that everyone's empowerment and authentic wish to be a coproductive part of the team matters on all levels and that the care for the fellow-man is of utmost importance to the entire h the whole organization.

For personal inspiration, I am always open to speak of stories that I was moved by, including my own. The 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 of all: steering my life on the path in line with 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 to be your keynote, wellbeing, or leadership speaker.



Areas of Expertise

- Executive wellbeing coaching & inspiring leadership workshops
- Public speaking with the objective of inspiring and motivating the audience
- Inspirational communication on all organisation levels
- 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 local customs' specifics and workplace culture
- Using the "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 the South Asian Region
- Reliability and high work ethic

Skills and interests

- LIONS CLUB LJUBLJANA OMNIA – Member and former President (working with socially deprived children, organizing events for Lions District 129, Slovenia)
- "MAKE A WISH" SLOVENIA FOUNDATION – Member and former 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 years).

Education

- Bachelor in Economics, department management and marketing skills (GEA COLLEGE OF ENTREPRENEURSHIP)
- Participant of four Marketing/Sales and Leadership trainings in the 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 the tourism industry (INTERNATIONAL TOURISM & HOSPITALITY ACADEMY, Faculty of Economics, Ljubljana)

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

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

Projects / clients:
Coaching center Mlade Breze at Sunny Studio, Ljubljana – life and wellness coaching & Coaching center SASA, Dubai – life coaching, personal branding www.sasabozic.com

RIKO Group Slovenia / Skrabceva Domacija – Project Manager / Start up of a small hotel In Ribnica, Slovenia www.skrabceva-domacija.com

The Ljubljana University Incubator, Slovenia, EU / Marketing and branding mentor of start up's, Lecturer www.lui.si/eng/

Maribor development agency, Slovenia, EU / Marketing and branding mentor of start up's, Lecturer www.mra.si

- 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

**24alife Powered
by Mikropis Holding**
Director of Global Marketing
(December 2014 – November 2016)

References:
Healthier and Happier Initiative projects of Employee Wellbeing Programs in southern Asia through 24alife solutions and services. Brand redefinition 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

- Increasing awareness of the influence 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 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 workflow combining it with health and safety at work (HR health department) to provide interdisciplinary approach
- speaker at FICCI Heal 2016 conference on topics of preventive health and how to support it by using the digital technology
- 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 Loyalty Program »SHR Ambassador«
- 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