



Kristina Ercegovic – serial entrepreneur, writer, small business advisor, entrepreneurship lecturer

Kristina Ercegovic first got her degree in marketing, and then many years later she earned her Executive MBA degree. She attained an NLP Leadership Master Practitioner Certificate, and completed Advanced Program in Business, organised by Innovation Institute, as their female entrepreneur scholarship winner. In 2002, she started Heraklea – the first mystery shopping agency in the Balkans, and the Mystery Shopping Days concept. She also set up Heraklea Customer Service Academy and Heraklea Customer Service Award. In 2012, she sold Heraklea. In 2013, she started a website called Milda which she sold in the following year.

For over 10 years, she has been holding classes on how to start and build small businesses (Be Your Own Boss). She also started Business Café events aimed at providing a networking environment for small entrepreneurs. During 2019, she had been teaching Entrepreneurship at Algebra University College as well as Business Analysis at Effectus University College. She was a guest lecturer at Customer Service, Contact Center and Absence Management Academies. She often gives lectures and is a mentor and/or a member of jury for numerous start-up projects. She was also a mentor on a TV show called Will Power. She used to be a member of CRANE (Croatian Angel Investor Network) and a TEDx speaker. Furthermore, she is the former president, now a member of the jury, for Croatia's Female Entrepreneur of the Year Award organised by Women in Adria. She advises and helps entrepreneurs start, build and sell their businesses. People call her the Matchmaker and the Advocate for Entrepreneurship. She started and currently runs the Women and Money project (web portal, conferences, retreats, workshops and membership club)

She wrote 5 books. Her latest one called "You are the most powerful when you are authentic: the human side of business" sold out in 2 months. She won the MSPA Europe PR and Marketing Award twice, in 2004 and 2005, and also won the MSPA Hall of Fame Award in 2008. In 2007, she was the first woman and the youngest manager to receive Croatian Manager of the Year Award in the Young Manager category. In 2009, she was nominated



for Women of the Year Award annually organised by women's magazine – Zaposlena. In 2018, she was nominated for Veuve Clicquot Business Woman Award and was voted Female Entrepreneur Role Model of the year by Central European Startup Awards.

During 2020 she successfully turned her event business model around as well as managed together with 19 colleagues to start a Voice of Entrepreneurs Association where she set up Education Board as well as Entrepreneurship Academy with moto – there is no transformation without education.

Prior to becoming an entrepreneur 19 years ago, she worked in Pliva, the largest CEE pharmaceutical company, now part of TEVA Group, for almost 5 years. She spent a year in Poland and the Czech Republic.

<http://www.kristinaercegovic.com>

www.zeneinovac.com

www.businesscafe.hr