

### **Natalie C. Postružnik, M.A.**

Natalie C. Postružnik is a certified executive business coach, trainer and motivator. She studied management, information technology, journalism, German language and literature. She is a member of the expert council of the project Golden Thread, which aims to find best employers in Slovenia, and Golden Stone, which aims to find the most propulsive municipality in Slovenia. She is the Head of a project Include All at the Managers' Association of Slovenia and founder and executive director of Nikrmana. She is a lecturer at Doba Faculty of Applied Business in Slovenia («Best Teacher Award» by students) and at School of Journalism and Public Relations at post-graduate level in Macedonia. For 13 years she worked for Insurance company Zavarovalnica Maribor (ZM), where she was responsible for marketing communication. Before that she worked at the Ministry of Transport and Telecommunications of RS. For eight years she was appointed member of the Board of FC Maribor, for three years an elected President of Public Relations Society of Slovenia and an elected member of the Young Managers Board at Managers Association of Slovenia. In 2009 she received the highest PRSS award PiarNaKvadrat personality, as well as Award for innovative communication strategy (InCo/InJO). She is also a member of Supervisory Board of Foundation for enhancement of children's development and a cofounder of Networking Society. She holds Reiki 1 and Reiki 2 certificates and certified diploma AOEC for Executive Business Coach (2013). She is a mentor in the program Learn from the best at the Ypsilon Institute. She is also the Head of Regional Development Project Team for economic development at Municipality of Maribor for 2014-2020.

She is the author and co-author of numerous articles on management, marketing, human resources and communication management and coeditor of the book »Market, trade and consumer« (*orig. »Trg, trgovina in potrošnik«*).