

## Tatjana Mamula Nikolić – Professional Biography



### Professional Experience

Tatjana has over 25 years of professional experience in marketing, research and management. In last sixteen years she had been the Managing Director of MASMI, a Belgrade-based agency for Marketing Research. Over the past few years, she also holds a role as a University professor, lecturing on marketing subject matters. She has actively participated in numerous conferences in the area of marketing, management and branding.

When working with clients (both individually and with teams), she combines her business management experience with her coaching skills, resulting in the highest outcome of knowledge transfer. For SMEs, she has been conducting workshops in the area of personal and team development since 2012. In 2015 Tatjana launched her own company - ACT2B <http://tatjana-mamula.com/en/>. As an entrepreneur, she works with young leaders, business women and executives. She also conducts canvas business model training for start up businesses and advanced CBM for renovation process in SMEs.

### Qualifications and Certificates

In 2015, Tatjana completed her NLP Master (IANLP) degree in the topic: “Modeling millennial generation of leaders in the specific environment of time and stress management” In 2016 Tatjana gained certificate to work as IANLP trainer. She completed Erickson Coaching International in 2014. In November 2018 she gained PCC certificate (Professional Certified Coach ICF). She attained her PCM coach certificate and ‘Points of You train of trainers’ certificate in 2017. Tatjana is a member of numerous professional associations: ESOMAR (global association of marketing researchers), ICF (International Coaching Federation) and Association of Business Women, Serbian Association of Managers, Serbian Association of Employers and others. She is currently mentoring and sharing her rich experience with the members of Cherie Blair Mentoring Foundation and Association of Business Women.

### Clients

As a consultant, coach and trainer, Tatjana works with numerous companies – Association of Business Women, (start up business for women in rural areas, students, vulnerable groups, innovation and other topics that were financed by GIZ, RAS, GFA and others), CEDEF, Cards Print, EurologSystem, Gloria Line, ILO, Kirojera, Lisca, Puzzle Group, MASMI, SBER Bank, Sirmzad, Serbian Association of Employers, Textil, Union of Employers’ Associations in Republic of Srpska and others.

### Personal

She speaks Serbian and English and lives in Belgrade. She is persistent, curious, and always ready for new challenges, experiences and destinations in understanding and appreciating different cultures and customs. Her motto is: Life is a Great Big Canvas. Throw All The Paint On It You Can.