



**Renowned Global Strategist
Expert on Emerging Markets**

Nenad is one of the world's leading authorities on economic and business issues that concern multinational corporations seeking faster growth internationally.

He is the founder and president of Global Success Advisors and founder and president of the EMEA Business Group. He and his businesses currently advise global and regional directors of over 500 multinational corporations.

He previously co-founded CEEMEA Business Group which also focused on Central Eastern European markets. The advisory focus is on helping executives understand economic/business/political outlooks for virtually all countries around the world, global economic/geopolitical trends and on helping companies build strategies for sustainable growth internationally, and especially in emerging markets.

Nenad is a former Executive Vice President of The Economist Group (Economist Intelligence Unit) where he spent nineteen years between 1990 and 2009, advising multinationals on economic and business issues and managing several business units globally. He chaired over 100 Economist Government Roundtables with Prime Ministers/Presidents and their cabinets throughout Western Europe, Eastern Europe, Middle East, Asia, Africa and Latin America. He is guest faculty at Duke Corporate Education and a number of corporate universities/learning programs. Nenad was until recently the Supervisory Board member of the Center for Creative Leadership. He studied economics, international business and finance in Vienna.

He performs hundreds of speeches per year at various corporate meetings on issues ranging from global, regional and country level economic/business outlooks to best business practices for international growth. In corporate circles he is well-known for not using any notes or power point slides while speaking and engaging in discussion.

Topics (Selection):

- Understanding geopolitical forces that will impact business
- Understanding global economic forces that will impact business
- Understanding emerging markets and why so many of them so frequently malfunction for business
- Understanding the latest evolution of best business practices for international expansion
- Understanding economic outlooks for all countries around the world

Publications (Selection):

- The Future of Business in Emerging Markets , 2012
- Emerging Markets: lessons for business success and outlook for different markets , 2007