

## Saopštenje za javnost

**Beograd, 22. april 2019.**

### **Nataša Jovanović the winner of the annual PRO.PR Awards**

Nataša Jovanović, Head of the Identity and Communication Unit at UniCredit Bank Serbia, is the winner of the annual PRO.PR Awards, which is awarded “for contribution and selfless dedication to the development and recognition of the profession of public relations” within the 17th edition of the international PRO PR conference, which was held in Selce, Croatia.

PRO.PR Awards is a rewarding program for individuals who through their work contribute to better perception and positioning of the public relations profession at the local and global level. It was launched in 2012 on the occasion of marking the tenth anniversary of the PRO PR conference, and is specific in that it is intended primarily for individuals.

After receiving the award, Nataša thanked Danijel Koletić, founder and president of the PRO.PR Conference Organizing Committee, who has more than 20 years of experience in the public relations market, “because every award given by the profession has enormous value.” Nataša added that “there is still much to offer the profession and will continue to work with equal anger and skill.” In the end, she thanked “members of her team for support and stressed that without teamwork there was no success in any job.”

Nataša Jovanović, Director of the Identity and Communication Department at UniCredit Bank Serbia since January 2012 where she is in charge of all corporate and marketing activities of the bank. After completing her studies in the United States, she started her career in 2003 at Fresh & Co, as a sales director for the HoReCa channel. From 2004 to 2012, she worked in the Integrated Communications Agency, Executive Group in various positions, from client relationship managers to the Director of New Business and customer relationships. He speaks English, Spanish and Italian.