



American Chamber of Commerce in Croatia **Američka gospodarska komora u Hrvatskoj**

M.sc. Diana K. Deskovic, MBA is a consultant and coach in the spheres of business development, organizational development, leadership, marketing, diversity, and inclusion. She is the author of the MAMFORCE, the method for organizational change, which promotes diversity, equity and inclusion. In her work, she combines her extensive organizational and marketing experience with insights from psychology, communications, and business management. She post-graduated with an M.Sc in psychology from the University of Zagreb and received an MBA at the IE Business School in Madrid. She completed the General Management Program at the IEDC Business School in Bled, Slovenia. At the British Chartered Institute for Public Relations (CIPR) she further specialized in communications. She graduated at Academy of Executive Coaching, London UK. Diana is a PhD Candidate at Law School in Zagreb. She developed her career in PLIVA Pharmaceuticals in the CEE and WE markets, as well as in the Spona strategy firm. As a consultant, she helped transform numerous regional and international firms. Diana teaches at the University of Zagreb and regularly speaks at conferences in Croatia and beyond. In the sphere of diversity, she cooperates with numerous international organizations and institutions, such as the International Labor Organization, UN Global Compact, UN Women, the World Bank, and the European Commission. Diana received the 2016 Alumni Achievement Award from the IEDC – Bled School of Management for her leadership and outstanding contribution to the community, and the Best Female Entrepreneur Award 2018.

