

## MISA LUKIC NAMED THE MANAGER OF THE YEAR 2016 IN SERBIA

BELGRADE | 21/12/2016

Misa Lukic, Chief Executive Officer for Central and Eastern Europe, Publicis One, was recently awarded the title of the Manager of the Year by the Serbian Association of Managers.

Voted anonymously by more than 400 top managers of Serbia, this award is granted to those managers who are recognized in 2016 within and outside of their company as a person of integrity and reputation, who achieved special business results and met the following criteria of innovation and strategic thinking; economic results (financial results and market position); development and leadership; as well as business project of the year.

Candidates were nominated based on the requirements of having established a corporate climate that encouraged open-minded and innovation; continuously seeks, motivates, develops and implements new ideas and innovation in business; identified business opportunities and successfully created and implemented the company's strategy; skillfully combined his knowledge and experience in order to achieve the company's strategy and results; led and motivated people by giving a personal example to meet the organizational vision, mission and goals; continuously working on personal development and encourages the development of others; facilitates cooperation and teamwork; and lastly in addition to achieving economic results, looked after broader social goals.

Serbian Association of Managers (SAM) is a business association, established in 2006 in Belgrade, which focuses on communication with the Government of Serbia and its institutions; on professional development of managers and the advancement of managerial profession; on intensifying the regional cooperation and on promoting business networking in Serbia.

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