

ANITA LETICA



SUMMARY

Experienced professional with more than two decades experience in multinational companies spanning various industries and geographies. Through different roles demonstrated effective leadership of diverse and dislocated teams, leading teams and businesses successfully through various challenges.

Curious and driven, exploring new opportunities and searching for innovative solutions contributing to both, organizational development and business growth. Passionate about learning and supporting teams' & individual growth. Embraces diversity, inclusion and long-term partnerships which all bring different perspectives, more ideas and better business results.

Vast experience, broad perspective, focus on sustainable organizational and business growth reflected also through successful leadership of the Philip Morris affiliates in Croatia and Slovenia.



EXPERIENCE

**GENERAL MANAGER CROATIA & SLOVENIA,
PRESIDENT OF THE BOARD
PHILIP MORRIS ZAGREB d.o.o.**
Feb 2015 - present

Leading Philip Morris International operations in Croatia and Slovenia (approx. EUR 600 mio revenue / 160 employees). Responsible for developing and deploying market strategies as well as providing multi-market support from different business areas such as Finance, Marketing, People & Culture, IT... Leading the team through industry transformation towards Smoke-Free Future.

**DIRECTOR BUSINESS
DEVELOPMENT & PLANNING
SOUTH EAST EUROPE (SEE)**
(Cluster of 10 markets)
Aug 2013 - Jan 2015

Led several M&A / JV projects in different markets, seizing multiple business development opportunities which resulted in Philip Morris's business growth in the region. Established regional business development function and led dislocated multi-national teams.

**MANAGER BUSINESS
INTELLIGENCE CENTRAL
EUROPE SOUTH (CES)**
(Cluster of 6 markets)
Jul 2012 - Jul 2013

Established business intelligence Hub (holistic assessment of business dynamics and consumer insights) which contributed to better planning and increased quality of decision making for the regional management as well as facilitated knowledge sharing & learning at all levels of the organization across 6 markets.

**SEVERAL POSITIONS IN
FINANCE & BUSINESS
DEVELOPMENT
PHILIP MORRIS ZAGREB d.o.o.**
Feb 2008 - Jun 2012

Joined Philip Morris in Finance function being responsible for 6 markets (Croatia, Slovenia, BiH, Macedonia, Kosovo, Albania). Held several managerial positions of increasing responsibilities in different areas of finance and business development.

**CONTROLLING MANAGER
PLIVA d.d.**
Apr 1999 - Jan 2008

Started as an Intern in PLIVA. Held several different managerial positions in Controlling and Planning. Gained diversified experience via many projects and organizational changes (e.g. integration of acquired companies, transfer pricing, introduction of new processes and systems, managing 3rd parties, strategic planning, investor relations reporting...)



EDUCATION

**IEDC, Bled School of
Management**
Jan 2004 - Dec 2004
Bled, Slovenia

Executive MBA

**ZAGREB FACULTY OF
ECONOMICS & BUSINESS**
Sep 1994 - Feb 1999
Zagreb, Croatia

BACHELOR OF SCIENCE IN ECONOMICS (BSc. Econ.)
Major in Finance

ADDITIONAL EDUCATION

BUSINESS & LEADERSHIP EDUCATIONS

Comprehensive leadership programs, various functional trainings designed in-house (Pliva and Philip Morris International) as well as external educations at different business schools (e.g. MIT and IMD).

PERSONAL INFO

DATE OF BIRTH
July 27th, 1976

CONTACT
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**PHILIP MORRIS ZAGREB
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1. Why do you think membership in the AmCham is important for businesses operating in Croatia?

AmCham is important for businesses operating in Croatia because it offers two key benefits. Firstly, through its advocacy work, it allows companies to participate in shaping public policies, particularly those affecting the business environment. Secondly, it serves as a platform for networking and cooperation, and the exchange of experiences and best practices.

2. What motivates you to be an AmCham Board Member?

Being an AmCham Board Member offers a unique opportunity to make more significant impact on the business environment and society. As an Untitled Governor on the AmCham Board in the past, I have actively participated in our joint efforts to enhance the overall business environment in Croatia. While this remains an ongoing challenge with numerous issues still to be tackled, I believe my extensive experience in the private sector, various executive roles and experience of leading the transformation of our industry, positions me well to continue contributing through the role of First Vice President. I am committed to identifying current obstacles to doing business and, more importantly, formulating potential solutions to improve the business environment in Croatia.

3. Why do you feel you are qualified? What skills do you bring to the position of Board Member?

Throughout my career, I have been working in private sector across various industries both in Croatia and abroad. Holding leadership positions in multicultural environments has equipped me with large experience, broad perspective and an inclusive mindset. With the extensive business knowledge I have gained over the years, I believe I can contribute to dynamic discussions on the AmCham Board and help shape solutions to the challenges we tackle.

4. How have you been active in AmCham in the course of the past year?

Philip Morris Zagreb is a founding member of AmCham Croatia and throughout that period has been actively involved in its initiatives, particularly in IPR schemes and trade and investment topics. Additionally, we have participated in the AmCham talent program and provided financial support for several major AmCham events. I have personally been deeply involved in AmCham work as the Untitled Governor in two consecutive mandates.

5. What activity or Committee would you like to participate in and be responsible for?

Improving the business environment is a multifaceted challenge that involves addressing a wide range of topics, from simplifying business procedures and creating a legal framework that facilitates business operations and promotes innovation, to labor policies and taxation matters. My interest and experience could be utilized in this field of work. Furthermore, with my expertise in large business transformation on the example of Philip Morris, I can contribute by sharing best practices in business transformation, talent management, and organizational development.