

CV in Slovenian language follows



**Simona Roškar** likes to share her knowledge and experience believing that all good things are easy to understand, can be applied in practice, encourages communication between people and strengthens creativity. She holds a meeting with » Mr. Creativity« every day, and so is she in the service of creativity for over 15 years. Daily work is bringing her challenges in finding creative solutions, therefore she invented some personal techniques and also learned the Debono techniques to generate ideas. In the summer of 2014 in Cyprus she gained international license to conduct Art of Innovation workshops .

She was enriching knowledge of economics and international marketing as student in Denmark, where she met contemporary approaches to learning and discovering the mysteries of life of the happiest citizens. Her happiness is found in the writings, learning about foreign countries, which is pretty well traveled alone, photography, various sports and children and dog. For several years she worked as a journalist and wrote thousands of articles, and later as an editor in the marketing agency issued dozens of magazines and newspapers.

Today is she a advisor for marketing and internal communications in slovene bank, chief editor of the internal magazine and responsible for communication support for various internal projects and programs. In order to improve the skills and techniques of business correspondence and communication she is organizing workshop for business and creative writing.

For several years, she is leading in-house program for creating inspiring and a more positive working environment and deals with planing and managing of digital platforms (web page, intranet, e-newspaper) as tools for greater efficiency and employee involvement. More and more attention is paid to the development of social responsibility, which she sees as a first and crucial step on the road to radical change and creating a culture of innovation in organizations. She is also gained ECQA certificate in sustainability leadership.

She adores the company of children, especially her beautiful daughter, is dog lover, enjoy nature and many sports that offer exercising in the fresh air.

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**Simona Roškar** svoje znanje in izkušnje rada širi v prepričanju, da je dobro predvsem tisto, kar je preprosto razumeti, lahko zaživi v praksi, med ljudmi spodbuja komunikacijo in krepi ustvarjalnost. Z ustvarjalnostjo »sestankuje« vsak dan, in tako je v službi kreativnosti že več kot 15 let. Vsakodnevno delo pred njo postavlja izzive kreativnega soočanja in iskanja rešitev, zato je izumila nekaj svojih in se naučila tudi Debonovih tehnik za ustvarjanje idej. Poleti 2014 pa je na Cipru pridobila mednarodno licenco za vodenje delavnic Umetnost inoviranja po metodi Dimisa Michealidesa.

Znanje ekonomije in mednarodnega marketinga je kot študentka plemenitila na Danskem, kjer je spoznavala sodobne pristope učenja in odkrivala skrivnosti življenja najsrečnejših državljanov. Svojo srečo je našla v pisanju, spoznavanju tujih dežel, ki jih je precej prepotovala tudi sama, fotografiranju, različnih športih ter v učenju od otrok in od hčere. Več let je delala kot novinarka in napisala več tisoč člankov, kasneje pa kot urednica v marketinški agenciji izdala več ducatov revij in časopisov.

S tem se ukvarja tudi danes v vlogi svetovalke za trženjsko in interno komuniciranje, saj je glavna urednica internega časopisa in skrbi za komunikacijsko podporo različnih internih projektov in programov. Za izboljševanje veščin in tehnik poslovne korespondence in komunikacije s strankami izvaja in moderira delavnice poslovnega in kreativnega pisanja.

Že več let vodi interni program za ustvarjanje vzpodbudnega in bolj pozitivnega delovnega okolja ter se ukvarja z načrtovanjem in upravljanjem digitalnih platform (spletna stran, intranet, e-časopis) kot orodjem za večjo učinkovitost in vključevanje zaposlenih. Vse več pozornosti namenja razvoju družbene odgovornosti, ki jo vidi kot prvi in odločilni korak na poti do korenitih sprememb in vzpostavljanja inovacijske kulture v organizacijah. Pridobila je certifikat za vodjo trajnostnega razvoja.

Rada je v družbi otrok, še posebej svoje čudovite hčere. Je velika ljubiteljica psov, narave in mnogih športov, ki ji omogočajo gibanje na svežem zraku.

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