



## **Gorazd Planinc**

Gorazd Planinc, MBA, is IT director and Web Marketing Advisor at IEDC – Bled School of Management. He started his career as Microsoft Consultant/Trainer for Microsoft business solutions, being responsible for educating IT professionals and helping organizations with implementing Microsoft solutions. In 2004 he joined the IEDC as an IT Director and later also assumed the role of the Web Marketing Advisor with responsibility of promoting the School through all online channels. Web and web-related technologies and their business implications are his passion. He is convinced that performance driven online marketing is the key to online success.