



Ana Majetić

Belonging to a post-war generation, Ana Majetić was born and educated in Zagreb. Just a few years older than DOK-ING, her growing up was shaped by family business started by her father, internet and mobile generation unaware of the past information boundaries.

The Entrepreneurial Economics was a logical choice at the University of Applied Sciences, just as the MBA study at Zagreb School of Economics and Management. Yet, the real education started at different departments of DOK-ING, providing Ana with the insight to a whole process of realizing an innovation and making a new product, marketing it and finally, when sold, keeping up with customers, clients and partners.

Being recently appointed a member of the Management Board, she oversees and manages all the supporting departments including Human Resources, IT support, Finance and Accounting.