



## Selma Prodanovic

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**Selma Prodanovic** is the Founder of Brainswork and the pioneer Chief Networking Officer worldwide. Born in Sarajevo, Bosnia-Herzegovina, Selma was educated in Tunisia and Madrid, and has been based in Vienna since 1991. Selma has twenty years of professional experience in new business development, creative industries and international marketing in Europe and beyond. She has authored texts and lectured on networking, creativity and innovation at numerous universities and conferences around Europe. Selma has pioneered the concept of brainsworking – a strategy for sustainable business development based on the capacity to transfer knowledge from wide and diverse fields of experience.

Selma is the chairwoman of IncredibleEurope, the European network for innovation, creativity, research and future studies. She regularly lectures at the Vienna University of Applied Arts and at the FH Wien School of Applied Science. Prodanovic has initiated, coordinated and consulted national projects for the creative industries in Austria, Bosnia-Herzegovina and Croatia. The “Brainsbook on Networking”, initiated and edited by her and written by 40 authors from fifteen countries, was published in 2009.

Selma is the founder of the Brainswork Institute, the world’s first charity and development fund for highly talented teenagers in disadvantaged communities, and a board member for various organizations and companies. For her innovative approach to business and commitment to entrepreneurship and social change, Selma was awarded the “WOMAN Award” in 2006 and nominated “Networker of the Year” by the Austrian Leading Ladies in 2007. Her success story was featured in a chapter of “Going Your Own Way” (*‘Den eigenen Weg gehen’*) alongside other leading Austrian women.

Educated at the University of Sarajevo, Saint Louis University and the Vienna University of Economics and Business Administration, Selma speaks five languages fluently. She is married to her first love and proud mother of two.