



# DIANA GLUHAK SPAJIĆ

## Innovation product manager

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### > EDUCATION

#### PhD CANDIDATE

##### Interdisciplinary Biotechnical sciences

Faculty of Food Technology and Biotechnology  
2016-2020 (expected)

#### MASTER DEGREE IN NUTRITION SCIENCE

Faculty of Food Technology and Biotechnology  
2009-2011

#### BACHELOR DEGREE IN NUTRITION SCIENCE

Faculty of Food Technology and Biotechnology  
2005-2009

### > ADDITIONAL EDUCATION

#### Design Thinking for Innovation

by University of Virginia USA, July 2019

#### Nutrition genomics

by Nutrigenomics institute Spain, June 2019

#### Introduction to Project Management

**Principles and Practices:** Initiating and Planning Projects, by University of California, Irvine USA, January 2019

#### Event management

Organized by TEDx Zagreb  
September 2017

### > LANGUAGES

- Croatian: Native language
- English: Professional
- German: Limited

### > PROFILE

Innovation project manager, entrepreneur, nutritionist with profound presentation and communication skills. Easy to communicate and pragmatic, always striving for the best overall outcome with given resources.

### > PROFESSIONAL EXPERIENCE

#### Innovation Project Manager

RED FORK Ltd | Zagreb | January 2017 – Present

Developed high-impact strategies to target new business opportunities and markets. Successfully supervised the overall activity of three ongoing projects:

- Healthy Meal Standard nutrition quality management system (HMS.NQMS) (<https://healthymealstandard.eu>): innovated the business process, applied and protected as EU certification and warranty mark, successfully applied the system to 26 institutions that hold 41 certificates to date,
- Established and managed the Nutrition Centre in Zagreb for nutrition consulting, education and school nutrition projects (<https://centar.redfork.hr>)
- Event manager for successful yearly NutriComm conference (<https://nutricomm2018.redfork.hr>), where I connected more than 200 high professionals.

#### President of the Healthy Meal Association

Healthy Meal Association | Zagreb | October 2015 – Present

Organized and led projects that promote, regulate and implement food standards for groups with special nutritional needs and habits. Developed partnerships with professional and scientific institutions in the field of nutrition in Croatia. Created food labeling educational manuals aimed at resolving food labeling problems for meals offered in public places.

#### Owner and CEO

Sparkle Ltd | Zagreb | July 2015 – December 2018

Created a strategy for digital marketing that improved search traffic to Facebook by 83%. Created nutrition strategies and developed content marketing for F&B clients. Held educational workshops for management staff in the field of marketing of food products, content management and R&D with a 93% satisfaction rate.

#### Nutrition Consultant

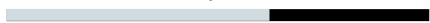
Pragmatekh Consultancy Ltd | Zagreb | August 2014 – July 2015

Created consulting services in the field of food science for clinics, F&B and pharmaceutical companies.: through content marketing increased the quality and visibility of their products and service. Become a close cooperater with mainstream media (TV, radio, press) in Adriatic region, with more than 30 live statements, more than 50 press releases.

## > TECHNICAL SKILLS

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Adobe Photoshop



Adobe Illustrator



MS Word



Office 365



Powerpoint



Microsoft Excel



Social Media



Wordpress



## > F&B INDUSTRY KNOWLEDGE

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- Food & nutrition science
- Research and development
- Product innovation
- F&B Consulting
- Clinical dietetics
- Quality systems
- Additive technology (3D printing)

## > PROFESSIONAL SKILLS

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- Entrepreneur mindset
- Project Management
- Leadership
- Critical thinking
- Customer insight
- Communication
- Marketing strategy
- Problem-solving

## > PROFESSIONAL EXPERIENCE

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### **Clinical Dietitian**

University Hospital Center Zagreb | Zagreb | May 2013 – May 2014

Organized, promoted, lead and motivated medical staff, patients, and families to participate in educational activities on HD department. Undergo extensive scientific research in the nutrition of HD and PD patients and after only five months became a part of an expert medical team for Nephrology. *Co-author of book for medical staff and patients "Nutrition for kidney patients being treated by hemodialysis and peritoneal dialysis".*

### **Head of Centre for Food Culture**

Biotechnicon Ltd | Zagreb | October 2011 – July 2012

Created nutritional education workshops presentations for top-level company executives in the field of nutrition. Educated patient groups and medical teams in Croatian Hospitals in the field of nutrition science.

### **60/40+ Manager**

Nestlé Adriatic | Zagreb and Adriatic region | Jan 2011 – Oct 2011

Part of the team for Product Development and Introduction strategies, wherewith SBU support successfully renovated three KPI Ice Creams according to NHW propositions. Conducted several 60/40+ research activities (consumer research, sensory and nutritional analysis).

### **Market Nutritionist**

Nestlé Adriatic | Zagreb and Adriatic region | Jan 2011 – Oct 2011

Defined and implemented the Food NHW strategy for Adriatic region, verified and approved EMLDFs, artworks and cooperated in introducing Nestlé Nutritional Compass to several products. Part of the team in launching new products, where I co-created nutrition communication strategies for Confectionery, Culinary, Coffee and Ice cream (Belgrade) products. Conducted NQ training for Adriatic region and special NQ training for Confectionery dept.

### **Assistant in Confectionary department**

Nestlé Adriatic | Zagreb and Adriatic region | July 2010 – Jan 2011

Assistant in creating a marketing plan, campaigns, budgets in SAP. Assisting for artwork design, POSMs, EMLDFs and supporting marketing actions and nutrition communication. Participated in the development of the Nestle Dessert web.

### **Assistant in Nestlé Professional department**

Nestlé Adriatic | Zagreb | April 2010 – July 2010

Updated F&B database of key clients for Nestlé Adriatic region.

### **Junior Nutrition Consultant**

Policlinics of otorinolaringology, anaesthesiology and general surgery Orlando | Zagreb | September 2009 – April 2010

As a part of medical team, created nutrition protocols for endocrine diseases medical team with the purpose of personalized nutrition.

## > A W A R D S

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### **Mediterranean Tourism Foundation: 2017, Malta**

Healthy Meal Standard and Diana Gluhak Spajić are awarded for contributing to health tourism

*Award was given by HE president Marie-Louise Coleiro Preca*

### **UniCredit Foundation: 2015, Zagreb**

Healthy Meal Standard is awarded for the best year project and social entrepreneurship