

DIJANA IMAMOVIC

SEN. STRATEGIC PROGRAM MANAGER

Saarbrücker Str. 31, 10405 Berlin | dijana.ima@gmail.com | www.dijana-ima.com

Senior Strategic Program Manager & Communications Lead with broad international experience managing integrated projects and shaping communication strategies across agency and corporate environments. Skilled in orchestrating complex, multi-stakeholder initiatives for global brands including Google, Siemens, and Bayer. Known for navigating ambiguity, structuring complexity, and aligning diverse teams toward actionable, long-term strategic outcomes. Certified in New Work and Philanthropy Consulting, adept at blending human-centered leadership with the rigor required for pioneering projects.

AREA OF EXPERTISE

Strategic Program Management	Financial & Resource Oversight	Risk Mitigation & Crisis Management
Multi-Stakeholder Governance	Process Design & Optimization	Quality Assurance & Compliance

KEY ACHIEVEMENTS

- Multilateral Event Governance.** Directed the operational execution of the "Malaysia House" at the World Economic Forum (WEF), coordinating high-level government stakeholders, international delegations, and complex logistics under strict security protocols.
- Global Program Management.** Orchestrated integrated marketing and digital transformation projects for global market leaders, including Google, Siemens, and Bayer (Radiology), ensuring alignment across multi-disciplinary teams in international markets.
- Strategic Financial Oversight.** Successfully managed and controlled multi-million Euro budgets for high-profile accounts (e.g., Siemens, BASF), optimizing resource allocation and maintaining 100% fiscal transparency.
- Social Impact & Entrepreneurial Leadership.** Founded COEUR Collective to bridge the gap between corporate excellence and the social sector; developed an agile operational model and high-standard communication strategies for purpose-driven initiatives while maintaining 100% professional governance.

PROFESSIONAL EXPERIENCE

Founder & Strategic Lead, COEUR Collective	Berlin, Nov 2025 - Present
Organizational Leadership & Design: Founded and strategically direct a purpose-driven professional collective, managing a flexible network of multi-disciplinary specialists to deliver high-impact social marketing solutions. Social Impact Strategy: Established a specialized business focus on social impact marketing, bridging the gap between corporate excellence and purpose-driven communication to drive positive social change. Strategic Business Development: Leading the growth and vision of the collective, identifying key initiatives and forging strategic partnerships. Agile Ecosystem Management: Orchestrating a decentralized team of experts, ensuring seamless operational continuity and high-quality output while maintaining a lean, scalable organizational structure.	

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PROFESSIONAL EXPERIENCE

Senior Strategic Program Manager, Independent Consultant Berlin & Zurich, Jan 2014 - Present

- Program & Portfolio Management: Orchestrating high-value project portfolios for global leaders (Google, Siemens, Bayer), ensuring alignment between strategy and operational delivery.
- High-Level Event Governance (WEF): Served as Operational Lead for the "Malaysia House" at the World Economic Forum, managing complex logistics and multi-national stakeholder relations.
- Strategic Advisory: Acting as a senior advisor to C-level executives, facilitating decision-making and structuring complexity in high-pressure environments.
- End-to-End Governance: Establishing project frameworks, risk mitigation strategies, and standardized protocols for international digital and business transformation programs.
- Financial Accountability: Holding full responsibility for multi-million Euro budgets, including strategic planning and cost controlling to ensure fiscal transparency.

Account Director, M&C Saatchi Berlin, Sep 2010 - Dec 2013

- Strategic Client Advisory: Provided high-level consultancy for key global accounts including Siemens, Ferrero, and BASF, translating complex corporate objectives into integrated marketing and communication strategies.
- Team Leadership & Supervision: Led and mentored a multidisciplinary Account Management team, fostering a high-performance culture and ensuring professional development.
- Operations & Process Design: Designed and implemented optimized internal workflows and project governance frameworks to ensure frictionless operational continuity across creative and production departments.
- Financial & Resource Management: Responsible for comprehensive budget planning, financial controlling, and resource allocation for large-scale integrated campaigns, including TVC and CGI productions.

Account Lead CEE, Schilling & Schilling Vienna, Aug 2009 - Aug 2010

- Regional Portfolio Management: Managed commercial retail key accounts across the Central and Eastern European (CEE) region, ensuring localized strategic alignment for international brands.
- Cross-Functional Coordination: Supervised creative teams and third-party vendors, implementing standardized processes for multi-market campaign execution.
- Budgetary Responsibility: Held full accountability for budget planning and controlling, ensuring cost-efficiency across regional marketing activities.

Account Manager, BBDO Vienna, Jul 2008 - Jul 2009

- Project Lifecycle Management: Coordinated local and global projects for high-profile clients, including Bayer, Wrigley, and Generali, reporting directly to the Client Service Director.
- Production & Resource Oversight: Managed technical briefings for creative teams and external providers, overseeing film and TVC production logistics and strategic resource management.
- Operational Integration: Orchestrated cross-functional workflows between internal departments and external vendors to maintain frictionless operational continuity and project momentum.
- Stakeholder Coordination: Acted as a central point of contact for diverse client stakeholders, ensuring high-quality deliverables and rigorous adherence to project timelines and brand standards.

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PROFESSIONAL EXPERIENCE

Junior Account Manager, Leo Burnett

Vienna, Oct 2007 - Jul 2008

- **Operational Implementation:** Managed POS, packaging, and diverse marketing activities for the food and beverage sector (Underberg Group).
- **Production & Resource Coordination:** Facilitated the end-to-end execution of creative assets, ensuring seamless coordination between internal creative teams and external production vendors.
- **Workflow Support & Reporting:** Supported senior management in maintaining project timelines and budget tracking, contributing to the overall frictionless operational continuity of the account team.

Content Editor, DiePresse.com

Vienna, Dec 2006 - Sep 2007

- **Information Management & Research:** Conducted in-depth content research and developed communication strategies for diverse verticals, including politics, economics, and art & culture.
- **Editorial Excellence:** Delivered high-quality copy and managed complex editorial workflows for major digital and print publications, ensuring linguistic precision and narrative consistency.
- **Strategic Content Development:** Collaborated with cross-functional teams to align editorial output with broader publication goals, contributing to frictionless operational continuity in fast-paced newsroom environments.
- **Stakeholder Interviews & Networking:** Engaged with high-level subject matter experts and public figures to translate complex topics into accessible, impactful narratives for a broad audience.

EDUCATION

Master of Arts (M.A.), Communication Sciences

Oct 2000 - Nov 2006

University of Vienna, Austria

- Major in Communication Sciences.
- Minor in English and American Studies.
- **Master's Thesis (Graded Excellent):** "The Impact of Fundraising Advertising: An Analysis of TV Commercials by Caritas, Kindernothilfe, and SOS Children's Villages."
- **Focus:** Specialized in the psychological and strategic effects of non-profit communication and humanitarian storytelling.

ADDITIONAL INFORMATION

- **Languages:** German, English, Bosnian (Croatian, Serbian)
- **Certifications and Professional Development:** Philanthropy Consulting, New Work, Integral Organizational Development, Corporate Partnerships and Sponsoring, Workshopper
- **Affiliations and Engagement:** Verband deutscher Unternehmerinnen (VdU) - Prospective Member; COEUR Collective (www.coeur-collective.com) - Founder and Strategic Lead, Gründerinnenzentrale Berlin - Active participant in professional networking and knowledge exchange focused on female entrepreneurship.