



**Karidia Toure Zagrajšek** je vodja notranjega komuniciranja in trajnostnega razvoja v Novi KBM, drugi največji banki v Sloveniji, kjer je zaposlena od leta 2007. Ima 20-letne izkušnje na področju korporativnega in strateškega komuniciranja. Svojo delovno pot je začela v eni izmed vodilnih agencij za odnose z javnostmi v Sloveniji, ki jo je po petih letih nadaljevala v tržno komunikacijski agenciji, kjer je bila kot vodja projektov odgovorna za celovite PR in marketinške strategije številnih podjetij. V zadnjih letih so njena glavna delovna področja notranje komuniciranje, upravljanje sprememb in organizacijske kulture, družbena odgovornost in trajnostni razvoj.

Karidia Toure Zagrajšek je univerzitetna diplomirana ekonomistka Ekonomsko poslovne fakultete v Mariboru, smer marketing. Diplomirala je tudi na Londonski šoli za odnose z javnostmi, v okviru katere je v naslednjih letih izvajala izobraževanja. Je avtorica več strokovnih člankov in večletna članica žirije v HORUS-u. V letu 2018 je bila tudi članica žirije nagrad za najboljše prakse internega komuniciranja Združenja evropskih internih komunikatorjev (FEIEA). Dejavno sodeluje v Slovenskem društvu za odnose z javnostmi Slovenije (PRSS), kjer je bila med drugim podpredsednica ter članica in koordinatorica številnih delovnih skupin, programskih in organizacijskih odborov.

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**Karidia Toure Zagrajšek** is a Head of Internal Communication and Sustainability at Nova KBM, the 2nd largest bank in Slovenia, where she has worked since 2007. She is an executive communication manager with 20 years of experience focusing on corporate and strategic communication. She started her career in one of the leading public relations agency in Slovenia and after 5 years she continued her work in a marketing communication agency as an account manager, responsible for comprehensive PR and marketing strategies and counselling for several clients. In recent years her main areas of expertise are internal communication, corporate culture change, social responsibility and sustainability.

Karidia holds a bachelor degree in Marketing from Faculty of Business and Economics Maribor. She graduated at London School of Public Relations and after graduation she was a LSPR lecturer. She is an author of many articles on communication and has been a member of a jury at HORUS (Slovenian award for corporate social responsibility) for several years. In 2018 she joined a jury of European Association of Internal Communication (FEIEA) award for the best internal communication practice. She has been active in Public Relations Society of Slovenia (PRSS), where she was a vice-president and team member and coordinator of several projects, program and organizational committees.