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# Krešimir Žnidar

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<b>Personal Information</b>	Marital status: Merried Nationality: Croatian Date of Birth: 17 October 1969 Place of Birth: Zagreb
<b>Education</b>	1999 – University of Zagreb, Faculty of Economy <b>M. Sc. Economy – Marketing</b>
	1990 – 1996 University of Zagreb, Faculty of Philosophy <b>B. Sc. Psychology</b>
	1984 – 1988 Secondary school Ruđer Bošković <b>Electronics – Computers</b>
<b>Work experience</b>	2000 - Prism Research <b>Partner &amp; CEO</b>
	2000 - 2001 ASP. Consulting <b>Consultant – Management consulting</b>
	1999 - 2000 GfK Croatia (CEMA – GRAL ITEO)– Center for Market Research <b>Research director</b> Quoting, organization progress and quality control, developing of new products , research design, data analysis and project costs – all projects in field of services (mostly financial)
	1998 – 1999 CEMA – Center for Marketing Research, Zagreb <b>Ad hoc research manager</b> Quoting, organization progress and quality control, researching, consulting on methodology, research design, data analysis and project costs
	1996 – 1998 CEMA – Center for Marketing Research, Zagreb <b>Project manager</b> Qualitative and quantitative marketing researches – organization, methodology and questionnaire development, data analysis and interpretation
	1996 – 1996 Slap- publishing company for psychodiagnostic instruments and psychological literature <b>Editor</b> Standardization, adaptation and development of psychodiagnostic instruments

**Other activities**

2003 -	ESOMAR member
2003 -	Vice-president of HGK Marketing Research Section
2003 -	Vice-president of Croatian Marketing Association Zagreb
2002 -	Lecturer – Consumer behavior University of Zagreb, Department of Psychology
2002 - 2003	President of Croatian Marketing Association Zagreb
1999 - 2002	Vice-president of Croatian Marketing Association Zagreb
1996 – 1997	President of European Federation of Psychology Students' Associations
1994 – 1996	Vice-President of Executive Board of European Federation of Psychology Students' Associations
1993 – 1997	Leader of European Federation of Psychology Students' Associations project: EFPSA research network, Europsycho, EFPSA on Internet
1993 – 1997	Member of Executive Board of European Federation of Psychology Students' Associations
1993 – 1997	Founder, Project Leader and President Of Organizing Committee of International Psychological Summer Schools in Croatia
1993	Member of Organizational Board of Croatian Summer school of Psychology
1993 – 1995	Founder and President Of Psychology Students Association
1991 – 1993	Member of Senate of Faculty of Philosophy
1991 – 1993	President of Students Union of Faculty of Philosophy
1991 – 1992	Member of Senate of University Of Zagreb