

## **BIOGRAPHY**

**Peđa Pavličić** is a Director of the Technology Product Management.

He is based in London office managing a team of Product Managers responsible for Ovid Linking platform, Ovid SearchSolver platform, SilverPlatter platform and Ovid Content Syndication platform with a specific focus on International and Academic markets. Joined SilverPlatter in 1998 as Technical Support Manager, in 1999 became Regional Sales Manager for South Asia and Mediterranean countries, in 2000 became Technology Product Manager in charge of SilverPlatter linking platform (SilverLinker and LinkWizard) and ERL Server platform. In 2001 became a Director of Technology Product Manager responsible for entire suite of SilverPlatter platform technology products. Since 2002 worked on overall integration of Ovid and SilverPlatter technology products and definition of next generation of Ovid user facing product. Prior to joining SilverPlatter worked for seven years as technology Product Manager and a Sales director for ITS, the major distributor of electronic information products in Eastern Europe, Middle East and Spain. Graduated in cybernetics and business management in University of Belgrade.