



LAURA ORLIĆ

Founder of Artivist Company | Leadership Development Expert |
Faculty Member – Executive Education

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Professional summary

Senior executive and leadership development expert with 25 years of international experience across 11 countries in Central and Eastern Europe. I combine deep corporate expertise with a human-centered approach to learning and innovation, using art and culture to unlock leadership potential. I bring unique value to executive education through programs that integrate creative thinking, self-awareness, and systemic perspective. Adjunct Faculty at Polimi Graduate School of Management, designing and delivering leadership development program focused on empowering women in senior executive positions.

Current roles

CEO & Founder of Artivist Company

Zagreb, Croatia | 2021 – Present

- Lead innovation at the intersection of art, technology, and leadership.
- Develop immersive learning and audience development solutions for museums and cultural institutions.
- Champion sustainability in the cultural heritage sector, designing initiatives that support climate-conscious practices and community engagement.
- Collaborate with art institutions and leaders to design transformative leadership programs using art as a catalyst.

POLIMI GSoM Adjunct Faculty

Politecnico di Milano – Graduate School of Management | 2023 – Present

- Faculty for Women at the Top - Generative power for greater impact, an executive program designed for women executives.
- Design learning experiences that blend personal growth, power dynamics, and impact-focused leadership.
- Facilitate the learning process of participants through events, learning circles and individual coaching conversations.

Previous Executive Experience

- *Executive Vice President & Head of HR – Central & Eastern Europe Division, UniCredit SpA, Vienna, Austria | 2016 – 2020*
 - Member of Executive Committee for 11 countries and 43,000 employees.
 - Led strategic HR, culture transformation, talent pipeline, and digital innovation.
 - Designed the award-winning Marketplace platform for knowledge exchange and employee empowerment.

- *Senior Leadership Development Roles – UniCredit Group | Turin, Vienna, Zagreb | 2004 – 2016*
 - Created and delivered experiential leadership and talent development programs across the Group (14 countries).
 - Integrated art and collaboration with cultural institutions into executive learning journeys.
 - Collaborated with INSEAD and IMD on senior executive development.

Board Memberships & Governance Roles

Supervisory Board Member at UniCredit Bank Slovenia and UniCredit Banka Banja Luka (2017–2020), serving also as Vice Chairwoman and Chair of Nomination and Remuneration Committees.

Advisory Board Member at UniCredit Foundation, supporting social impact and research initiatives.

Recent Programs & Speaking Engagements

- Women at the Top – Faculty and Coach (Polimi Graduate School of Management, 2023–2025)
- NEXT, Fedrigoni’s flagship strategic talent development program, integrating team coaching, project-based learning, and immersive workshops (Fedrigoni Group, 2023–2025)
- Mentor in Mentoring program for women in Croatia, Multiple Cycles, providing guidance to women navigating career transitions and leadership challenges, fostering professional growth and networking among women (2022–2025)
- Green Sustain Lab, FORTIC Week (Fortress of Culture Šibenik, 2024)
- Museums for the Future, Audience Development Summit (Zagreb, 2024)
- The Break – Fellowship program for women entrepreneurs, Madrid & Malaga (2022)

Education & Certifications

- Master’s in Economics, University of Zagreb (1998)
- Circular Economy & Sustainability Strategies, Cambridge Judge Business School (2022)
- INSEAD SVP Leadership Program (2016)
- IMD Instrumental Leadership (2014)
- Certified Coach – Menslab (2013)
- Numerous certifications in leadership, people development tools, and project management

LANGUAGES

ENGLISH, full professional proficiency (C1)

ITALIAN, full professional proficiency (C1)

SPANISH, limited professional proficiency (B2)

CROATIAN, mother tongue

Reading southern Slavic languages