

Ivan Misetic - CEO, Croatia Airlines



Mr Ivan Misetic joined Croatia Airlines in March 1991 as one of the pioneer founders of the Croatian Carrier. Next year he was promoted into position of Senior Vice President for Marketing and Sales.

Since that time, Mr Misetic has begun his strong and stable leadership within the airline, focused to achieving better market and sales positions and initiating modernization of the airline that should have been prepared for the challenges of the new century.

In early 1995, Mr Misetic was appointed Head of State Protocol for the Republic of Croatia, simultaneously holding the position of Ambassador-at-large as a diplomat of the highest rank. When he returned to Croatia Airlines in 1997, it was in position of the President and Chief Executive Officer of the Company.

Under the leadership of Ivan Misetic, Croatia Airlines became one of the very first airlines fulfilling the requirements of IATA Operational Safety Audit (IOSA). With other successful projects, such as modernization of the fleet, Star Alliance membership in 2004, Mr Misetic has placed Croatia Airlines in a position of leading airline in the region, paving the way of its successful integration into global air industry market.

Since 2002 Mr Misetic has been a Member of the Presidents' Committee of the Association of European Airlines (AEA). In 2009 he has been elected the Chairman of the AEA and the member of IATA Nominating Committee. He is also the council member of the Croatian Tourist Board and Supervisory Board Member of Croatian Telekom.

Prior to joining Croatia Airlines, Mr Misetic's career was also associated with airline industry. He held the position of Head Sales Manager of the Slovenian air carrier Adria Airways in Split, from 1985 to 1991 and conducted classes at the Diplomatic Academy in Zagreb during 1990s. With exception of few years, he spent almost his entire career serving the airline industry.

Mr Misetic studied in Croatia (BA Degree in Foreign Trade at the Faculty of Economics, University of Zagreb, earned in 1983) and in the United States (Harvard Business School). He earned his Masters Degree with the paper *Marketing in Travel Agencies* and Doctor's Degree with scientific work *Air Carrier Marketing Management*.

For his accomplishments Mr Misetic received several highly ranked orders of the Republic of Croatia and was awarded with French Legion of Honour Medal.

Ivan Misetic was born in 1961 in Ploce, Croatia, and speaks fluently English, German and Slovenian languages.