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## DEJAN LANINOVIC



Dynamic and results-driven Learning & Development professional with a strong background in leadership, training, and sports management. Over 10 years of experience in designing and implementing impactful learning programs for global organizations, with a strategic and hands-on approach. Former professional athlete and national team captain with a deep understanding of high-performance environments. Passionate about developing innovative training solutions, consulting on talent development strategies, and driving continuous learning initiatives.

Expertise in **learning program development, leadership coaching, talent development strategies, and performance evaluation** within international settings.

## EXPERIENCE

### Visiting Lecturer – Les Roches Global Hospitality Education

2025 – Present

- Teaching **Governance of International Sports Federations**, focusing on international sports structures, legal frameworks, and leadership in global sports organizations.
- Supporting curriculum development and student mentorship.

### Ambassador – Bachelor of Science in Sport Business Management, Les Roches, Marbella

2025 – Present

- Representing and promoting the **BSc in Sport Business Management** program to prospective students and industry partners.
  - Collaborating with faculty and stakeholders to enhance the **visibility and industry connections** of the program.
  - Supporting curriculum development and student mentorship
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## **Chairperson & Board Member – Boxing Independent Integrity Unit (BIIU) Education and Development Unit**

**2023 – Present**

- Overseeing the **design, implementation, and delivery** of global education and training programs related to **sports integrity and anti-doping**.
- Leading strategic partnerships with industry stakeholders and external training providers.

## **Learning & Development Consultant – Geneva, London**

**2012 – Present**

- Developed and delivered **leadership development programs** for executives, managers, and high-potential talent.
- Provided **strategic consulting** to organizations on learning & development frameworks, performance management, and leadership coaching.
- Created **customized training solutions** using innovative tools and methodologies.

## **Croatian Olympic Committee**

**2016 – 2024**

- Member of Commission for Digitalisation and New Media .
- **IOC ambassador** “I Believe in Sport Campaign” against match fixing Beijing Olympic Games
- Member of the anti-doping appeals council of the Croatian Olympic Committee

## **Academic Director & Head of Sport Studies – Swiss School of Business and Management (SSBM) Geneva**

**2019 – 2023**

- **Designed and led learning & development initiatives**, including customized training programs and faculty workshops.
- Partnered with global experts to create **interactive, high-impact courses** for professionals and students.
- Managed accreditation processes (EDUQA, ACBSP) and liaised with academic and industry stakeholders.
- Oversaw **program evaluation**, ensuring continuous improvement in teaching methodologies.

## **General Manager – Croatian Volleyball National League**

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**2011 – 2017**

- **Led strategic reorganization** of national volleyball competitions, including branding and positioning.
- Managed sponsorship agreements and business partnerships to drive financial sustainability.
- Developed **talent development pathways** for athletes and coaches.

## **EDUCATION**

**Doctor of Business Administration (DBA) – Sport Management & Education**

Swiss School of Business and Management Geneva | 2020 – 2024

## **PUBLICATIONS**

**Book: "Metric of Organisational Behaviour"** – A guide to understanding people in professional environments through 90 diagnostic tests. (2018)

**Smarketing – Integration of Sales and Marketing** (2020)

**How Women Buy** (2019)

**Marketing Organisational Structures & Think-Feel-Do Model** (2018)

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