

ABOUT THE AUTHOR



Branislav Vujović, Master of Science in Information Systems from the Faculty of Organizational Sciences (FON), founder and board member of New Frontier Group, chairman of the board of NF Innova, digital enthusiast, business angel and mentor, investor, visiting professor at the IEDC Bled School of Management in Bled, Slovenia, and guest lecturer at FEFA Faculty in Belgrade. Before the establishment of the New Frontier Group, he gained business experience at the City Statistic Center, Belgrade, as a system programmer; in Emona, Ljubljana as deputy director; at Computer Associates International (CA) in Vienna from technical director to senior vice president; EMC2 Vienna, as director of Eastern Europe; and at the New Frontier Group (NFG), based in Vienna, as CEO and president of the group, with a focus on strategy, acquisitions, innovation, and especially digital innovation and business models. In parallel with his work at NFG, he was engaged in research in the field of the digital revolution and the digital economy. He has given many lectures and presentations focusing on the value of the digital economy and understanding digital business models. He is the author of many articles and papers on the digital revolution and the digital economy, as well as the book *Between 2 Worlds: A Journey to the Digital World*, published by Vulkan Publishing, Belgrade, 2023. He was selected as a member of the Council on the Scaling Club project of the European Innovation Council for the scaling of the 100 most promising start-ups in Europe. He is the laureate of the Charter for Excellence 2021 of the Serbian Association of Economists for outstanding contribution to business economics and management.

As a lover of technological development and digitalization, Branislav Vujović has offered us a new bridge connecting reality and the future in business and life. From the first sentence in this extraordinary business story to the last page, you enter the digital world and acquire new technological insights, which Branislav Vujović generously shares with you, wishing precisely that—for you to conquer new intellectual and mental territories that you possess quickly—it's just necessary for you to discover them! Such generosity in imparting specific knowledge is possessed only by people who have conquered new horizons and are always ahead of their time. Branislav Vujović is one of those in the field of new technologies and digital economy, which is why he has managed to conquer a new space: to create a book about doing business in the digital world—*Between 2 Worlds*—in which, through technological changes “with a human face,” he safely connects both worlds, turning readers into actors who can only benefit from both reality and the future. Read, learn, and enjoy the new knowledge about the technological world that surrounds us and what is coming—this is an urgent and important message of this book by Branislav Vujović.

RADOJKA NIKOLIC, MAIN EDITOR OF PORTAL WWW.MAGAZINBIZNIS.RS

What should we bring into the new world, and what should we leave behind from what has made us successful so far? Today, more than ever, we need pioneers ahead of us in this race against time who can, by their example, help us understand what awaits us and how to behave, organize, and think in response.

Branislav Vujović, the author of the book *Between 2 Worlds*, is a true pioneer of digital business transformation. A pioneer who was among the first from this region to explore and settle the new digital world. A pioneer whose thinking and deep understanding of the changes occurring in the business world stimulate a new way of thinking necessary for survival and development in the coming times. A pioneer who focuses on the bigger picture, regardless of current circumstances. A pioneer whose mind recognizes no boundaries, is not tied by fear of the unknown, and is not limited by existing frameworks. A pioneer who dreams big but creates concrete solutions applicable to the real business world. A pioneer who clears the path and terrain for all who must undergo digital transformation. He is a pioneer who does everything not just for himself but primarily for future generations.

The book *Between 2 Worlds* is the best proof of that.

MISA LUKIC, CEO NEW STARTEGY WWW.NEWSTARTEGY.COM