



Blaž Branc

CEO
Baltazar marketing

Ljubljana / SLOVENI

GAMER TYPE (*gamer type*)



Professional:

Finished high school with additional exams in psychology and history, later studied sociology (human resources specialist) and got into the business world at the age of 22. Joined a local company that was the first to offer domain name registration and hosting in slovenian language. My career development went from sales to project management, leading the webdesign team and finally as the first CMO of mimovrste=) which at that time became the biggest slovenian online shopping centre. Established my own company in 2007, specializing since in product development and product communication. Board member of InCo – movement for innovative and intuitive business communication.

Gamification:

Created my first board game at the age of 12. Currently developing gamification of a business conference on in-company innovation processes. Developed a concept for a card game for training salesmen. Developed gamification elements for a marketing campaign for the second biggest slovenian financial company.

Interests:

Music. Writing. Reading books. Watching movies. Voice-over. Theater. Psychology

and beyond.

Gamer in me: deliberately stopped playing games at the age of 26, since I could not control the desire to play Warcraft ALL the time. Haven't played computer games since. I love desktop games and live games.