



## **Jasna Matić**

### **Secretary of State for Digital Agenda - Serbia**

Jasna Matić was born and raised in Belgrade, Serbia, where she received a degree in civil engineering at the Faculty of Civil Engineering. She has completed postgraduate studies and earned an MBA degree in 2001 at the Washington University in St Louis, USA.

At the beginning of her professional career Ms. Matić worked for five years as a construction engineer and project manager in a construction company in Belgrade, where she designed and coordinated implementation for a number of industrial, business and public buildings.

Her international career began at the World Bank, where she coordinated analysis of ICT readiness and the Digital Gap for more than 20 countries in Europe, Asia and Africa.

From 2001 to 2002 Ms. Matić was a special advisor to the Yugoslav Deputy Prime Minister. She coordinated implementation of several complex projects and conducted negotiations with the European Commission, the World Bank and other international financial institutions.

Between 2002 and 2004, Ms. Matić was engaged as the Chief National Competitiveness Advisor for Booz Allen Hamilton on the USAID project aimed at improving competitiveness of the Serbian economy.

From 2004 to 2007 she was Director of the Serbian Investment and Export Promotion Agency (SIEPA). During that period SIEPA was recognized by several international organizations as one of the best promotion agencies among

developing and countries in transition. In May 2007 Ms. Matić was appointed to be the State Secretary for International Economic Relations at the Ministry of Economy and Regional Development of the Republic of Serbia. She was in charge of foreign trade, multilateral and bilateral international economic relations, as well as competitiveness, and was Serbia's lead negotiator for WTO membership.

From July 2008 to March 2011 Ms. Matić served as the elected Minister of Telecommunications and Information Society at the Government of the Republic of Serbia. Under auspices of International Telecommunication Union, the UN agency in charge of ICT (Information and Communication Technologies) she initiated and is a chairperson of Global Network of Women ICT Decision Makers.

With more than fifteen years of experience in public service, international organizations, Serbian and international business and political environment, in March 2011 Jasna Matić was appointed to be the State Secretary for Digital Agenda.

She speaks English and Italian fluently, and has a basic knowledge of German.