



ŽIVKOVIĆ | SAMARDŽIĆ

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Meet the new Partners and Senior Associate of Živković Samardžić Law office

Živković Samardžić, one of the Serbia's leading law firms, today announced the promotion of two Partners as well as one Senior Associate, effective January 1, 2019. Ana Popović in the Employment Department and Kruna Savović in the Technology, Media and Telecommunication Department are promoted to Partners, while Ivan Ljubisavljević, from the Dispute Resolution Department is promoted to Senior Associate.

As of January, 1st 2019, Ana Popović and Kruna Savović will take over as Partner of Živković Samardžić. Ivan Ljubisavljević is also joining to this promotion in order to further improve cooperation between clients as Senior Associate.

"I am very happy that my friends and great professionals, persons with integrity and vast knowledge and experience on the law market, are promoted in our team. Considering the fact that one of Živković Samardžić office priorities is law excellence, Ana's, Kruna's and Ivan's expertise will be priceless and together we are going to take the office to new levels of client satisfaction. I wish them all the best for their new roles and welcome them to the new challenges", said Managing Partner Branislav Živković.

Živković Samardžić is today a successful office, the leading law firm on the Serbian market. Nevertheless, we see a lot of potential for improving our processes and structures in order to make our organization in the firm even more effective. Thus we are very glad that we promoted colleagues into two new Partners and one Senior Associate.

Nebojša Samardžić, Senior Partner: "I would like to thank Ana, Kruna and Ivan for their great work in setting up legal practice in our firm and leading it through the transformation into a successful legal house in Serbia. I am very much looking forward to continue the cooperation with them now on the partners and senior level."

Ana Popović entered the legal market in Serbia in 2012, after graduating at the University of Belgrade, Faculty Of Law in 2011 and after joining Živković Samardžić same year. Now, in her new role as Partner, she will be involved in clients initiatives concentrated on the improvement of employment processes, effectiveness and change management. Ana has several years of professional experience in labour consulting business. She managed projects and served as an expert in the field of management change, labour process optimization and the design and implementation of employer branding strategies. Her clients are the largest companies operating in Serbia. During her professional career, she specializes in Employment and Immigration Law and Employment Litigation and was a member of the Employment Law Alliance (ELA), the world's largest network of labor, employment and immigration lawyers. Moreover, Ana is an experienced family lawyer and will keep providing services on family law issues to Živković Samardžić private clientele.



Kruna Savović began working with Živković Samardžić in 2008 as a Trainee Attorney, after graduating at the University of Belgrade, Faculty of Law, earlier in the same year. She specializes in Media Law and Intellectual Property. From the very beginning of her professional career, Kruna Savović has actively contributed to the initiatives advocating the struggle for a better society through participation in various humanitarian, cultural, philanthropic and socially-responsible campaigns and projects. Kruna is a trusted advisor to a number of national broadcast, print and on-line media and their associations. She is also an experienced media and intellectual property litigator. During her career, as Head Živković Samardžić Media Litigation practice, she led and participates in media strategy projects aimed at increasing the efficiency of the Živković Samardžić firm operations. She is one of key people responsible for the implementation of the strategies connected to Technology, Media and Telecommunications.



Prior to joining Law Office Živković Samardžić in 2016, Ivan Ljubisavljević used to work for several international companies from the financial industry. Ivan is specialized in Dispute Resolution and Regulatory compliance with emphasis on Financial Services sector. Previously, Ivan was an in-house lawyer with the major B2B services provider and later he worked as a legal and compliance officer with the major international insurance company. He graduated at the University of Belgrade, Faculty of Law in 2011. In this newly created role, Ivan will be responsible for the implementation of projects and cases of strategic importance for the firm from the area of civil litigation, banking and finance litigation in particular. Furthermore, his task will be to upgrade the level of external firm reputation in the legal network's and between clients in region.



In the year when Živković Samardžić celebrates 20th anniversary, we congratulate our colleagues on their appointment and wish them many new, exciting challenges and the best of luck.

About Živković Samardžić Law Office

Živković Samardžić is one of the Serbia's leading full-service independent law firms. Our partners, lawyers and strong team provide top quality legal service to a diverse range of international and national clients, from SME to Global 500. Experienced in cross-border matters, we nurture professional connections regionally, through a well-coordinated network of top-ranking local business law firms with international experience in Central and Eastern European countries (including Austria, Bosnia-Herzegovina, Bulgaria, Croatia, Czech Republic, Greece, Hungary, Poland, Romania, Slovakia, Slovenia and Turkey), and worldwide, as a member of Global Advertising Lawyers Alliance, AVRIO Advocati, Association of European Lawyers, network of law firms, The Global Legal Blockchain Consortium, World Bank local partner on the Doing Business project and as exclusive partner of „Lansky, Ganzger & Partner“ in Vienna. We are members of Bar Association of Serbia and Bar Association of Belgrade, American Chamber of Commerce in Serbia, Chamber of Italian – Serbian businessmen (Camera di Commercio Italo-Serba), Belgian Serbian Business Association and Foreign Investors' Council.