

CV MARIJA FARMER



Occupation: Consultant (people development and experience design) and founder of Marija Farmer & The Good Cats. Author of Business Theatre brand. Advance creativity development of people, teams and organisations.

Address: Belgrade,
Serbia

Website: www.biznisteatar.rs

Email: marija@biznisteatar.rs

Phone: +381641757737

SUMMARY

Author of the **Business Theatre methodology**, integrating psychology, business knowledge and experience and theatrical practice into a powerful development approach. Designer, manager, and facilitator of **training programs** focused on people development, as well as large and small scale **events** including entertainment experiences, team building, retreats, engagement initiatives, and BTL activations.

A dedicated expert in **fostering creativity** within individuals, teams, and organizations, and a designer of **advanced leadership** development programs.

Brings the ability to operate at **both ends of the creative spectrum**: spontaneous, playful, and imaginative on one side, and highly organized, precise, and delivery focused on the other with exceptional energy and time management. Cross-sector experience across diverse industries.

Believes in joy, love, passion, humor and outstanding results.

WORK EXPERIENCE

Founder & Strategic Consultant

MARIJA FARMER & THE GOOD CATS (formerly MAGIC AGENCY) | 2008 – Present

Key Achievements:

- **People & Culture Strategy:** Realigned leadership behaviors with desired values, strengthening engagement, accountability, and proactive mindset of people.
- **People Development:** Designed and delivered impactful programs in Leadership, Change Management, Communication, Creativity, and Wellbeing.
- **Experiential Learning & Engagement / Events:** Created “Business Theatre,” immersive events blending performance and business topics, fostering collaboration and creativity and giving energy boost and motivation to people.

Impact & Results:

- Accelerated mindset shifts across teams, unlocking creative potential and driving improvements in processes and outcomes.
- Elevated employee engagement, motivation, and collaboration, directly enhancing performance and business results.
- Introduced experiential learning methods that embed lasting behavioral change and strengthen leadership effectiveness.

Employer/Clients (*not extensive list):

- Lego (Advance Sales Trainings - partnership with xSight consulting)
- ProGlove (Change Management Training & Business Theatre Team Building Event)
- Smurfit Kappa (Intercultural understanding and Diversity - Trainings)
- Trizma (Business Theatre Team Building Event)
- Velux (Advance Sales Boost - Trainings and Coaching of Top and Middle Management, Conflict Management, Business Theatre Events)
- BDK lawyers (Consultancy project-Company culture strategy, Business Theatre NYE Celebration)
- Tyntec (Business Theatre NYE Online Party)
- Network Manager (People Strategy, Soft-skills Trainings (various), Coaching of top management, Business Theatre Event, Business Theatre preparation for conference presentation)
- Atlantic Group (Creativity and Innovation, Influencing Skills, HR Retreat)
- Kraft Foods d.o.o. and Mondelez International Inc (Business Theatre Event - teambuilding and introducing new business strategy)
- Saga / New Frontier Group (10 years of cooperation - trainings, events, top management coaching)
- Raiffeisen bank Serbia (6 years of cooperation - Soft Skills trainings - Advance communication skills, Stress and Wellbeing, Creativity - Business Theatre, Conflict Management)
- GfK & Philip Morris International (Business Theatre Event - Marketing department)
- Impact Hub Belgrade (Business Theatre Event)
- Partnership contract with Mokrogorska Škola Menadžmenta (2009- current) (Various clients, soft skills and leadership trainings and events - Mlekara Subotica, Metalac, Telekom, ATOS, Erste bank, Vivaldi Forums...)
- TaskHuman USA (2020-2023) - Digital coaching sessions (personal and professional development).

Entertainment Manager

MAMA SHELTER

Contract Nov 2024 - March 2025.

Belgrade, Serbia

- Design of local entertainment strategy that follows global strategy and the brand. Creating & organising different types of events to increase Mama Shelter brand awareness in the local market.
- Design and management of monthly and special parties and events.
- Managing invoicing & budgeting, ensuring administrative aspects to all tasks related to the role.

International Freelance Trainer

Current (2000 -)

Sector: Nonprofit/Civil Society

- Responsible for needs assessment, training design, training delivery and evaluation. Contracted by many national and international organizations and member of their trainers' pools and has more than 7,500 participants behind her. Working throughout Serbia and Europe.
- Expertise: Training of Trainers, Leadership Development, Creativity Development, Entrepreneurship, Conflict Transformation & Dialogue, Intercultural Competences & Tolerance to Diversity, Peace & Civil Society Building, Human Rights.
- Design and facilitation of international conferences.

Employer/Clients (*not extensive list):

- Interkulturelles Zentrum (IZ), Austria
- SALTO Training and Cooperation Resource Centre (RC), Germany, SALTO UK, SALTO South East Europe, Slovenia
- Council of Europe
- National Agencies of Norway, Finland, Belgium, Switzerland (European Commission Program), UNICEF
- UMCOR
- UNFPA
- Canadian International Development Agency, CIDA.
- Etc.

Contemporary Theatre Director & Creativity Development

Current (2000 -)

Type of business: Arts, Freelance

- Author and director of 25 theatre performances (art productions and applied theatre).
- Author of numerous theatre programs: The Small Academy of Physical and Contemporary Theatre Belgrade, Impro Theatre for Life, Body, Flow, Intuition.
- Facilitator and author of numerous programs for creativity unfolding of individuals.

EDUCATION

MA in Psychology

Department of Psychology, Faculty of Philosophy, University of Belgrade, Serbia.

Master

Diploma in Physical Theatre (Directing, Performing, Lighting and Projections)

MAPA – Moving Academy for Performing Arts, Netherlands

More than 500 other courses for professional development. Level in classification: Non-formal education certificates, for example: International Certificate to competently prepare, run and evaluate training activities with an international and intercultural dimension, Council of Europe.,

Certificated director of Theatre of the Oppressed and Rainbow of Desire, Cardboard Citizens, London, UK.

OTHER COMPETENCES

Languages: Native: Serbian. Other languages: English - Understanding - Listening C2, Reading C2 (Proficient user) Speaking - Spoken interaction C2, Spoken production C1 (Proficient user) Writing C1 (Proficient user).

Social skills and competences: Effectively communicates with people in various settings. Ability to inspire, motivate and open up creativity and full potential of individuals/coworkers. Sensitive and humorous. Authentic, open-minded and with high tolerance to ambiguity.

Organizational skills and competences: Holds the highest professional standards in any task she undertakes. Strong leadership skills. Strong vision, highly developed personal ethical system, highly developed planning and delivering skills. Able to create mission, define aims, inspire, lead and coach people and implement ideas. Great time and energy management.

Digital literacy: Proficient User of Mac OS, Office packages, Wordpress, Internet/Web platforms, some LMS platforms.

Artistic skills and competences: Contemporary physical theatre director. Finished pottery course. Writer of theatre scripts, novels, short stories and poetry. Published 3 books of poetry (LOM Belgrade).

Driving license: Holder of Serbian driving license, category B.

REFERENCES

Milana Petkovic, HR consultant Belgrade, milana.petkovic@justhr.rs

Maja (Nenadic) Knezevic, Marketing Manager, Brand Strategy and Innovation, Atlantic Grupa, maja.j.knezevic@atlanticgrupa.com