

Borislav Miljanović, Untitled Governor



Borislav Miljanović graduated from the Faculty of Law and received his Master's and Ph.D. degrees in Communicology from the Faculty of Political Sciences, both in Belgrade. Before turning to PR, he worked as a journalist/editor at various news outlets for over 10 years.

He founded the PR department of the BK group and was the first Communication Officer of HRH Crown Prince Alexander II.

Borislav founded Represent Communications (former McCann Erickson Public Relations) which grew to become Represent System, consisting of agencies in Belgrade, Podgorica, Skopje, Sarajevo and Banjaluka, but also Bizlife, a business website and magazine, The Content Studio, a production studio, Native network, a digital advertising start-up and Digital Element, a web content analytics platform. System's Agencies are specialized for business communications and provide support to clients in their business ventures.

Also, he established the London School of Public Relations in the region, the first specialized school completed by 28 generations of experts so far. Borislav is a recipient of numerous awards, like the "Srđan Đurić" Award for personal contribution in the area of communications, granted by the Serbian Public Relations Society and the regional Pro.PR Award for the contribution to the development of PR in SEE, to name just a few. From the beginning of his career he has stayed committed to the implementation of new technologies in the communications industry.