

MILAN JANIĆ

S I N C E 1 9 8 0

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CREATIVE DIRECTOR | GOODBRA(i)ND CO-FOUNDER

| Helping create brain-friendly communications for a Better World |

ABOUT

• BRAIN

A Personal "neuro-plasticity" experience following an accident allowed me to begin to appreciate how the brain works. This lived experience taught me why is the brain the most important tool we have, but also the ideal tool to make the world better place. For ourselves and for our children.

• COMMUNICATIONS

More than 15 years international experience in the design and advertising industry. From NGOs to FCMG. However, above everything, I believe that good creativity can engender positive change in human behaviour.

• SUSTAINABILITY

Author of a **NEUROcsr**, a pioneering study about the effect of CSR messaging on the neurological mechanisms that create our perception, language, reasoning, beliefs, decision-making and visual attention. The study was published in the prestigious **Sustainability Journal** and **The Journal of Consumer Behaviour**.

EXPERIENCE

July 2024 - Present

URBACT - Validated Expert

I specialize in facilitating sustainable change in cities by driving communication strategies, designing impactful exchange and learning activities, and delivering transnational cooperation projects.

January 2024 - April 2024

Havas Life (Paris) - Creative Director

Main clients: Bioderma, Johnson & Johnson, Sanofi, Servier...

September 2022 - Decembre 2023

Publicis Health (France) - Creative Director

- Spearheaded international creative direction, driving the generation of new business and overseeing the development of diverse products, ranging from patient programs to international congresses.
- Managed a substantial portfolio, primarily composed of international clients, showcasing a keen ability to adapt and deliver innovative solutions tailored to diverse markets.
- Contributing to the success of large product portfolios through creative concepts, supporting the promotion of scientific publications, launching new products, and establishing international patient programs.
- Collaborating with international brands such as Vichy, La Roche Posay, Santen, Nestlé, Roche...

April 2022 - Present

GOODBRA(i)ND - Co-founder - Creative Director

Collective of creatives, scientists and strategists working for public and private brands with positive impact. Neuroscience-based methodology respects the environment and the brain, to create brain-friendly eco-communications. / www.goodbraind.com

December 2022 - Present

INTUIT LAB PRO - Guest lecturer

IntuitLab Pro has created a unique program: "Design and Responsible Communication". During this program, I teach neuro-design, and explore with participants more brain-friendly communication approaches to Sustainability.

