



Alma Kadragic - Director of Business Development

Dr. Alma Kadragic became Director of Business Development – South Florida for Nperspective in March 2017. She has been a journalist, researcher, media specialist, and entrepreneur in the US, Europe, and the Middle East. Based in Miami since 2013 she worked as a freelance journalist and media consultant, often writing on international real estate, investment, business, media, and the arts for global and local magazines. She is the immediate past president of the Miami chapter of the National Association of Women Business Owners.

She spent 16 years with ABC News network television in New York, Washington D.C., London, and Warsaw as writer, producer, and bureau chief. Later, she started Alcat Communications International, a public relations agency with blue chip clients on two continents. She holds a Ph.D. in English literature from the City University of New York where she taught as a graduate student.

From 2005-9 she taught journalism and public relations at Zayed University in Abu Dhabi and chaired the Academic Affairs Committee while the University was acquiring accreditation from the Middle States Association of Colleges and Schools. From 2010-13 she created, accredited, and managed two graduate programs at the University of Wollongong in Dubai: Media and Communications and International Studies. She is the founding editor of *Middle East Media Educator*, a journal “to bridge the gap between media practitioners and academics.”

Since becoming an entrepreneur in 1990, she has worked with aspiring entrepreneurs through the Central Florida Innovation Corporation; the Disney/SBA Entrepreneurship Center in Orlando; created and taught a course on how to become an entrepreneur at the University of Wollongong in Dubai; written articles on entrepreneurship in Poland and the UAE; and lectured under the auspices of Tamakkan, an entrepreneur self-help organization in the UAE.

Publications include two books: *Public Relations or Promoting Reputations* (1997, 1998) and *Globalization and Human Rights* (2006). She has contributed chapters to books on family business in the Middle East and sports journalism in the US. Author of articles and columns on media, press freedom, entrepreneurship, and the arts, Dr. Kadragic often speaks at international conferences on media topics.

Dr. Kadragic has served on many boards including American Women in Radio and Television (President, New York City, Orlando chapters), Polish PR Association (co-founder and first president), Middle East PR Association, American Chamber of Commerce in Poland, Fulbright Commission in Poland, and Entrepreneur Advisory Board of the Disney/SBA National Entrepreneur Center).