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## Better Normal – a Myth or Reality?

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### *Short description:*

Only the future can tell whether better normal is a myth or reality. But we can always exercise our retrospective on the events we witnessed. We had the opportunity to closely follow events and reactions in many different companies around the world. From Danish and US manufacturers to Austrian and Italian banks, timing and methods differed a lot. As a technology service company, like many other companies, we at first experienced downfalls and risks - budget cuts, project freezes, business continuity issues, and switch to remote and virtual communication which had a huge impact on closing new deals. But, over time, what first looked like a threat became a big opportunity – a huge demand for digitalization, together with the need to address business value more often and more direct, helped us close new international projects. Nowadays, we see companies craving to establish more agile and product-focused organizations. And it is more than obvious cloud-native and DevOps - together with digital platforms - create architectures capable to deliver wanted results at the wanted pace. The short-term crisis that the IT market witnessed last year turned to better normal for real. We now take care of business value more than ever.

### **More about Vedrana Miholić and Krešimir Musa:**

Engineer, consultant, sales manager, volunteer, marathon runner, public speaker, women in STEM advocate, IT skills ambassador - Vedrana Miholić is all of that and much more. Vedrana Miholić's professional background includes almost 20 years of successful and efficient work in different fields ranging from programming to consultancy and management. In the past 8 years, she has been successfully running sales organization at CROZ, Croatian IT Services company focused on developing sustainable tech solutions for complex environments. Vedrana is well known in public for advocating for coding and STEM education for kids and supporting and empowering women to study and work in tech. She is founder and president of NGO Programerko ([www.programerko.com](http://www.programerko.com)) which provides Scratch courses for young children and an eSkillsforJobs Ambassador. In 2016 she became a Member of Advisory Board of Croatian startup STEMI.

Krešimir Musa is a Director of Consulting Services in CROZ. He has been working in software development, project and product management, and consulting services for more than 15 years. His background includes experience in different roles in software development projects (software developer, software architect, project manager, project director, agile coach, ...), as well as leadership, organizational change, and process optimization. Over the years he collaborated with various clients and partners in different business domains – mostly government, financial and telco. Throughout his career in CROZ he takes part in building and sustaining of professional IT services organization, and has been part of its leadership, supporting the growth from 20 to more than 200 people. Krešimir is very active in the Agile community in Croatia and regionally, organizing and participating at meet-ups and conferences. He also volunteers as a mentor in a local startup incubator where he helps startups with the adoption of agile principles, methods and culture.