

Rok Kvaternik, CEO
Ernst Klett Publishers Stuttgart / Eastern Europe & Baltics

Rok Kvaternik published his first textbook – in 1988 at the age of 17. Three years later, in 1991, he founded a start-up publishing house which evolved into the biggest textbook publishing house in Slovenia. More than a decade later, his team joined Ernst Klett Verlag, the biggest German Textbook Publisher based in Stuttgart, which is today also the biggest European Textbook Publisher. Klett EE & Baltics currently includes companies spanning from Poznan, Poland, to Athens, Greece. It employs more than 500 people and delivers textbooks in all forms of media for public and private education.

Rok has thus more than 25 years of experience in publishing (including cookbooks). In 2004, his passion to tackle the markets of former Yugoslavia kicked off Klett's expansion in the Balkans. The company founded subsidiaries in Belgrade, Zagreb and Sarajevo. Today, the group resonates with eight offices and as market leaders in Slovenia, Serbia, Bulgaria and soon, hopefully, Croatia too.

With his innovation and entrepreneurial skills, Rok proves that traditional printed educational publishing can evolve into completely digital or blended products, which serve the needs of the modern teacher. Klett received the Gold Award for the Best Digital Product at the Frankfurt Book Fair in 2014 and is continuing the digital evolution in most of the countries where it is present.

In his private life, Rok Kvaternik is a passionate traveller and admirer of exotic cultures, an art lover (an expert on Plečnik's architecture), a violinist, a blogger on restaurants, an amateur photographer, a PADI diver. He has two sons and lives between Belgrade, Lufthansa/Air Serbia, Ljubljana and Istria.