**Rok Kvaternik**

**A Publishing Executive with Regional Vision**

**Rok Kvaternik** is the Chief Executive Officer of Klett Eastern Europe and Baltics, where he leads educational publishing operations across Central and Southeastern Europe. His publishing career began at an unusually young age, evolving from editing and publishing textbooks to managing a growing network of publishing companies across multiple countries.

**Career Overview**

Kvaternik entered the publishing world in 1989 by editing his first textbook while still a teenager. In 1991, he founded an independent publishing house that would later grow into a major educational publisher in Slovenia. In the 2000s, the company became part of the Ernst Klett Verlag group from Stuttgart - one of Europe’s leading educational publishing houses - marking the start of a long-term strategic collaboration.

Over the years, Kvaternik held several leadership roles within Klett's regional subsidiaries. These include several Managing Director positions.

On **January 1, 2011**, he was appointed CEO for the Eastern Europe and Turkey region within the Ernst Klett Publishers group. This role has since expanded to include oversight of operations in the Baltics.

**Educational Background**

Kvaternik studied **Architecture** at the University of Ljubljana, Faculty of Architecture, and **Economics and Business** at the University of Maribor, Faculty of Economics and Business. This interdisciplinary academic background has contributed to his broad perspective on organizational design and market strategy in the publishing industry.

**Leadership and Market Development**

Under Kvaternik's leadership, Klett has established and expanded publishing operations in several Southeast and Eastern European countries. Notable milestones include the creation or consolidation of subsidiaries in **Slovenia, Croatia, Serbia**, and **Bosnia and Herzegovina**, with ongoing development efforts in **Bulgaria, Romania, Latvia** and **Lithuania**.

He has emphasized **digital innovation** within educational publishing, focusing on the development of blended and digital learning tools. In 2020, he presented at the event *A European Digital Skills Conference*, where he addressed the role of publishers in building collaborative digital ecosystems for education.

**Role Today**

Kvaternik currently oversees operations that stretch geographically from **Poland to Greece**, leading a group of 10 offices and employing hundreds of professionals. The company provides educational content in both traditional and digital formats for public and private sector clients. In addition, he serves as MD of **Baltos lankos Klett, UAB** in Lithuania, contributing to the group’s strategic positioning in the Baltic region.

**Personal Interests**

Outside his professional responsibilities, Kvaternik is interested in **architecture**, particularly the legacy of Jože Plečnik. He also enjoys **travel**, **photography**, and **diving**, and maintains an active interest in food culture.

Rok Kvaternik’s career spans early authorship, entrepreneurship, and executive leadership across diverse markets. His work has helped shape educational publishing in Eastern Europe, with an emphasis on adaptability, regional growth, and innovation in teaching materials. Through both traditional and digital channels, he continues to support the transformation of educational systems in a rapidly evolving landscape.