

# Milica Trifkovic

## Account Director

Milica Trifkovic has been central to SLG's success this year, combining strategic discipline with a collaborative style that has strengthened both client outcomes and agency growth. She has led Client Services to expand consultancy as a revenue stream, diversified the portfolio to reduce dependency, and overseen campaigns that have delivered standout results across brand, comms, and sales.

Her approach balances insight with empathy, ensuring clients feel supported while achieving ambitious goals. Feedback from clients highlights her dedication, knowledge of the construction sector, and ability to guide complex projects with clarity and confidence. Colleagues credit her with raising standards internally while inspiring a culture of trust and collaboration.

Milica embodies the creativity, initiative, and leadership this award seeks to recognise. She has already made a measurable difference to SLG and its clients and is widely regarded as a future leader of the agency.

