

News

GECIĆ | LAW

Recognizing
our talent



Uroš Rajić
Senior Associate



Nikola Ivković
Senior Associate

EXCELLENCE IN MOTION: GECIĆ LAW ANNOUNCES NEW SENIOR ASSOCIATE PROMOTIONS

Gecić Law proudly announces the promotion of Uroš Rajić and Nikola Ivković to the position of Senior Associate.

These promotions mark another important step in the firm's continued growth and reflect the strength of a team that combines sharp legal thinking, deep market knowledge, and a clear commitment to client service. Guided by our core values of meritocracy and integrity, we build careers by recognizing talent, initiative, judgment, and results.

Uroš and Nikola have shown the analytical depth, discipline, collaborative spirit, and forward-looking mindset that define Gecić Law. Their advancement comes at a time of strong momentum across the firm's practices, particularly in areas where clients face increasingly complex legal, regulatory, technological, and commercial challenges.


Nikola Ivković

Gecić Law has promoted Nikola Ivković to Senior Associate in recognition of his strong contribution to the firm's Competition Law, State Aid, EU Law, Trade, and ESG practices.

Nikola has distinguished himself through careful legal analysis and a deep understanding of the intersection between law, economics, regulation, and public policy. His academic achievements, international legal training, and growing experience in complex international trade, competition, and EU law matters have made him a valuable contributor to some of the firm's most sophisticated mandates.

His work includes matters involving competition rules, state aid frameworks, trade regulation, ESG-related developments, and the Carbon Border Adjustment Mechanism, including its broader impact on businesses and markets in the region. Nikola approaches these issues with precision, discipline, and intellectual curiosity, qualities that clients value in matters that require both legal rigor and commercial understanding.

In international competition, trade, and regulatory matters, legal analysis rarely stands alone. It often requires a clear view of market dynamics, institutional priorities, economic context, and policy direction. Nikola brings that wider perspective to his work and helps clients understand both the legal framework and the practical consequences of regulatory change.



As Senior Associate, Nikola will continue to support clients in complex regulatory matters and contribute to the further development of the firm's leading competition, trade and ESG capabilities.

Uroš Rajić

Gecić Law has promoted Uroš Rajić to Senior Associate following his strong contribution across several fast-evolving practice areas, including ICT & Digital Assets, EU Law, Privacy & Data Protection, and the firm's market-leading AI practice.

Uroš brings a versatile legal profile, a strong international outlook, and a keen understanding of how technology, regulation, and business strategy increasingly intersect. His education in EU and comparative law, combined with practical experience across digital regulation, data protection, AI, and broader EU law matters, enables him to support clients in complex and highly dynamic environments.

He has also built a strong profile as a dynamic speaker on AI and emerging technologies. Uroš has shared his insights at a wide range of forums, including [TerraLex Global Annual Meetings](#) and the [University of Belgrade Faculty of Law](#). He also led a well-received AI workshop as part of this year's [Taboroši Scholarship](#) competition, contributing to a dialogue that connects legal education, innovation, and practical market needs.

Uroš has shown strong analytical ability, reliability, and a clear understanding of regulatory change. These qualities make him a valuable member of teams advising on EU integration, digital transformation, privacy, data governance, artificial intelligence, and the legal challenges that arise as businesses adopt new technologies.

As Senior Associate, Uroš will continue to support the firm's work in fast-moving regulatory areas and help clients navigate increasingly interconnected legal challenges with clarity, confidence, and practical insight.

A Story of Excellence

These promotions celebrate individual achievement and tell a broader story about Gecić Law's continued growth.

Our firm continues to invest in people who take ownership, think strategically, and deliver meaningful results for clients. Uroš and Nikola embody that standard. Their promotions strengthen our team and position the firm for the next stage of its development.

Please join us in congratulating Uroš and Nikola on this well-deserved achievement.

Contact:

Ivan Eftimov
BD Manager
ivan.eftimov@geciclaw.com
+381 64 180 8962