Personal information:

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Date of birth:	July 12, 1971
Place of birth:	Regensburg/Germany
Nationality	Croatian
Marital status:	Married
Degree:	Tourism Management Gymnasium Croatian School System

Summary Competences & Strength

•Professionally Senior Experienced in Business Development and Sales leading positions
•Team leader and player with high business drive who live business as a lifestyle with big global network of blue-chip and C-level contacts from various sectors and industries
•Problem and difficult complex situations solver with an eye and touch for details
•Expertise in European and International complex Travel Industry and Global OTA market
•Strategic Consulting, including sales, Business Plan & Business Development Strategy
•Knowledge and expertise of complex fast moving Business Trends, Forecasting in online and offline Travel industry, Travel Products or Online Services, E-commerce, Automotive, International Transport-Shipping & Logistic, Human Resources, Business Intelligence Platforms, Global mobility
•Easily recognizing potential Clients, Leads, Key Stakeholders, Partners, Suppliers and develop them
•Generating, prospecting Leads and Clients, with high drive thinking in a business-like manner
•Putting "Customer & Service & Quality & Time" at the first place in every business development
•Communication and negotiation skills with Key Stakeholders to become "win-win strategy"
•Quick Point understanding for choosing the right, attractive solution for an Account or Client
•Easy in use learned and trained different complex Sales Strategies and Business Development skills
•Able to work under pressure, monitor and negotiate with large percentage of success
•Top managing in previously defined budget, full Profit & Loss responsibility
•Efficiently work in larger or smaller Project Teams, excellent in Team communication and presentation skills
•Setting goals by using proven and new sales techniques, with always ready to learn more
•Independent in business activities, able to do multitasking, making final and crucial decisions
•Coordinating complex logistic procedures with and for Clients, Accounts, Partners and Suppliers
•Soft skills in operative Business, Marketing and Sales (CRM, CMS, SaaS, ERP, SEO, Analytic …..)
•Being comfortable in non-comfortable situations

Language and software skills:

Croatian:	Native language and business fluent
English:	Business fluent
German:	Business fluent
Serbian:	Business fluent
Software:	CRM, ERP, MS Office 2010 (Word, PowerPoint, Excel, Outlook) Travel Sales force, various price and product revenue analysis tools GDS PLATFORMS, BOOKING ENGINES, SaaS (Software as a Solution)

Work experience /expertise

Extensive Knowledge, Experience and Professional expertise in sectors:
-Int. Road Transport & Shipping / Automotive / Car Hire/ OTA GDS Brokerage/Business Intelligence

09/2007 – 04/2015 Croatia (Split, Zagreb) / UK (London) / Germany (Berlin, Munich)

Smart Rentals Car hire & Global OTA (online travel agency) Travel Brokerage Company

Position: CEO (Chief Executive Officer), Product Director,
Manage, drive and supervise as CEO the in-house main Car Rental business, where we as a company rent own vehicles fleet from economy to luxury cars at 6 company owned main office stations, and 27 stations owned by suppliers including biggest airports in Croatia and surrounding countries (Italy, Slovenia, Austria ... Total in-house-owned car fleet is 1400 units
Drive and develop the in house complex international business to desirable company over 7, 5 years as CEO, and Product Director of the in-house Global OTA (online travel agency) Booking Platform. Same time as CEO and Product Director I am totally responsible for Performance, total business revenue, total Profit & Loss of the car rental company business and in house owned OTA car rental booking platform which works on Global level-GDS (Global Distribution Service)

My today's main focus is on work out sales strategies, business development policies and ensuring industry standards are adhered to. I hold regular appraisals with the Team directly and thru daily meetings to ensure that they all are focused, clear and happy on their individual goals and targets. I think it is important to lead by example and to motivate staff to be able to adapt in difficult market conditions of which I have seen many changes over the years!

Some of the activities performed & responsibility

•Analyze, define, supervise business and product strategy, performance metrics, product priority (based on data and targets) and roadmap with big passion and eye for details
•Business Plan & Complex Sales Strategy Development, monitoring National, Regional and Global
•Analyzing, generating strategic stakeholders and opportunities on C-Level by using different strategies of business development and management. Over the years I have built up an extensive knowledge and understanding of the whole Travel Industry Business and have made an enviable network of quality contacts to maximize business opportunities
•Global leading, prospecting, qualifying, presenting for incorporation and contracting partnership with various Key and C-level Travel sector companies Hotels, Airlines, Transportation … endowed and very comfortable in face to face environment .
•Drive all global sales, global marketing initiatives with OTA Fortune 100 and regional Travel companies with ensuring, care and boost the volume & quality of our content uploaded and integrated at OTA GDS selling channel world-wide, various car rental, travel and broker sites, platforms and our in-house booking platform with
•Work out with the Team members different strategic customer loyalty programs
•Monitoring, strengthening the market position and revenue maximizing, Profit Loss responsibility
•Arranging appointments/ Business arrangements with Accounts, Clients and Partner on C-level
•Active buying /selling and negotiating Global Travel content for our in-house booking platform
•Present at all WTM and OTA Travel technology fairs in London
•Supervision, organization, managing monitoring of various marketing campaigns with extern SEO experts

08/2001 – 08/2007 Croatia (Split, Zagreb) / Germany (Stuttgart, Cologne, Munich)

ABICO-Automotive exclusive used car dealer for "Hypo Alpe Adria Leasing" and "UniCredit Group Leasing"
Position: Director of Sales and owner
Some of the activities performed & responsibility
•Import-Export Sales & Business Development Operations of used vehicles from Europe to a non-European country Croatia at that time, 6 years independently
•Manage and drive the company in all business cycles with one Car Dealership House and 10 employees
•Work out Business Plans & Complex Sales Strategy Development national and international
•Prospecting, Negotiating, Pricing, Buying, Selling, Managing of various own and international car market offers
•Managing and Coordinating the Sales & Team for boosting the results reduce the costs and expand the company revenue
•Work out, manage and lead with the Team different Costumers Care Programs, Costumer Revenue Programs, Pre-Sales and Post-Sales operations
•CAPEX and OPEX management with full control of Profit & Los
•Improvements on logistic operations, national, regional and international
•Complete monitoring and guiding import & export procedures and sales circles
•Manage and drive the company in all business cycles with one car house and 10 employees

06/1993 – 06/2001 Croatia (Split)

AM-International Transport and Shipping Ltd. Franchise of Tempo Team AG
Int. Transport and Shipping 8 years (6 years direct managing the Sales Team).
Position: Head of Sales and in-house owned Fleet controlling abt.1200-brutto tons (50 units)
Some of the activities performed & responsibility
•Generating strategic leads and opportunities through outbound and identifying customers' needs within existing or new accounts
•Develop and manage incorporation / contracting with Partners and Partnering Suppliers
•Contribute on boosting customers and income revenue by offering our in time service, coordinating transport and logistic assignments
•Negotiating on pricing agreements for strategic buying, various transportation offers and working on Company and Customer revenue and satisfaction
•Contribute on strengthening the market position and revenue maximizing, Profit&Loss responsibility
•Analyzing market prices, Customer trends and the whole acting of Client's via CRM-database
•Active Pipeline Management and business report controlling as Senior Sales Manager
•Developing and Realize marketing campaigns with and for some strategic Key Customers / active outbound/ big projects with 500- fortune companies.
•Logistic Business developing projects with colleagues and Team members in-house and extern.

Education School / Studies

09/1978 – 06/1986 Primary School / Croatia

09/1986 – 06/1990 Tourism and Hospitality Business School / Upper Grade

Manager in Tourism and Hospitality SSS 4TH LEVEL / Croatia