

Curriculum vitae

CONTACT

Name: Marijana

Surname: Miličević

PERSONAL INFORMATION

Place of birth: Zadar

Date of birth: 17 September 1973

ACCOMPLISHMENTS AND PROJECTS

- Extensive knowledge of management, sales and marketing (retail and corporate)
- 17 years of experience gained in managing positions – leading the groups of 15, 50 and 3000 employees
- Participated in the creation of the restructuring strategy of the Croatian Post (reorganisation, optimisation of the sales network size, number of employees and optimisation of sales network costs)
- Expansion of services and sales related assortment of retail networks, introduction of sales of banking and insurance services, new visual identities of points of sale, new postal formats customised for shopping malls
- Development of services of package deliveries and expansion of the chain of logistics services, international agreements on cooperation related to express package deliveries with the countries in the region
- Project management experiences in different companies (transition from functional to divisional organisation, opening of new multimedia sales formats, work organisation in mobile post offices, creation and implementation of franchise model, introduction of quality management system)

EMPLOYMENT HISTORY

Hrvatska pošta d.d., Zagreb, Croatia

VIII/2016 -

Position: Executive director of corporate marketing and development

Responsibilities: Responsible for the creation, development and implementation of marketing strategy, pricing policy management and policy of assortment of all products and services and planning and implementing of developmental activities of the company in accordance with the targets of the organisation, launching and managing of key developmental projects, monitoring of markets and competition, communication strategy management, development of buyer-oriented organisation. Reporting to the Management the results achieved.

Hrvatska pošta d.d., Zagreb, Croatia

2014-2016

Position: Executive director of Express Services Division

Responsibilities: Responsible for the creation, development and implementation of business strategy, planning and implementation of the activities of the division in accordance with the targets of the organisation, setting and monitoring of KPIs for key employees, launching and managing of key developmental projects in the division, recruitment, selection, motivation and development of team members. Reporting to the Management the results achieved.

Hrvatska pošta d.d., Zagreb, Croatia

2009–2014

Position: Executive director of Network Division

Responsibilities: Responsible for the identification, development and implementation of business strategy of the division, planning and implementation of the activities of the division with more than 1000 points of sale, introduction of new products and services into the post offices, and ensuring new sources of income, the division budget management, optimisation of all costs, customer, supplier and social partner relationship management, recruitment, motivation and development of team executive members. Reporting to the Management the results achieved.

Tisak d.d. , Zagreb, Croatia

2005-2009

Position: Director of marketing

Responsibilities: setting marketing strategy, plan and organisation of marketing activities, defining 4Ps, budget and assortment policy management, introduction of new products and services, sales formats, contact centre, their implementation and evaluation, monitoring of markets and competition, education, motivation and rewarding of employees. Reporting to the Management the results achieved.

OMV-Indoil d.o.o., Zagreb, Croatia

2003-2005

Position: Member of the managing body for sales and marketing

Responsibilities: setting targets, planning, approval of activity plans and sales and marketing strategy, monitoring of market related information, optimisation of costs of business operation, recruitment and development of managers.

OMV-Indoil d.o.o. , Zagreb, Croatia

1999-2003

Position: Head of sales and marketing

Responsibilities: planning and implementation of sales and marketing strategy, development of customer base, planning of sales and marketing in accordance with the agreed budget, development and implementation of new projects and solutions for the purpose of increasing sales, acquisition of new users, up and cross selling, relationship with foreign principals being represented by the company in the domestic market, management of public tendering procedures and preparation of annual tenders, presentations for buyers – new products, new technological solutions. She participated in the introduction of business quality management system ISO 9002. Reporting to the Management the sales results and other KPIs.

OMV-Indoil d.o.o. , Zagreb, Croatia

1997 - 1999

Position: Sales officer

Responsibilities: planning and preparation of all commercial activities, daily realization and monitoring of performance, responsible for commercial results and their analysis and proposal of improvements, keeping of current and acquisition of new buyers, production of sales reports, result analysis and target achievement.

EDUCATION

Master Degree in Economics

1997-2000

Faculty of Economics and Business, Zagreb

Major: business marketing

B.Sc. in Economics

Faculty of Economics and Business, Zagreb

1992-1997

ADDITIONAL SKILLS AND FUNCTIONS

Foreign languages: English, French

Court appointed expert for marketing

Deputy President of the Supervisory Board of HP Produkcija