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**EDUCATION**

UNIVERSITY OF ZAGREB, FACULTY OF TRANSPORTATION  
**Ph.D. in Transportation and Logistics sciences**

**Zagreb, Croatia**  
March, 2008

UNIVERSITY OF ZAGREB, FACULTY OF ECONOMICS  
**M.Sc. in Economics**

**Zagreb, Croatia**  
February 1989

UNIVERSITY OF ZAGREB, FACULTY OF ECONOMICS  
**B.Sc. in Economics**

**Zagreb, Croatia**  
September 1985

**WORKING EXPERIENCE**

UNIVERSITY OF APPLIED SCIENCES Politehnika Pula  
**Professor.**

**Pula, Croatia**  
March 2013 – today

- Lecturing, business consultancy, business training

UTILUS Business school  
**Professor.**

**Zagreb, Croatia**  
March 2012 – February 2013.

- Lecturing, business consultancy, business training

STATUS PROSPER Consulting  
**Manager and Senior Consultant.**

**Zagreb, Croatia**  
May 2009 – February 2012.

- Business consultancy and training, business books publishing

3M (East) AG, Representation office Zagreb  
**Account Supervisor. Safety & Security Systems.**

**Zagreb, Croatia**  
January 2002 – April 2009

- sales and market development activities for key accounts in Croatia, Bosnia & Herzegovina, Macedonia and Albania, market development activities

3M (East) AG, Representation office Zagreb

**Sales Supervisor. Traffic, Graphics & Safety.**

- sales and market development activities in Croatia, Slovenia, Bosnia & Herzegovina, Macedonia and Albania, marketing activities, supervising 3 sales representatives

**Zagreb, Croatia**

April 1999 – January 2002

3M (East) AG, Representation office Zagreb

**Sales Representative. Traffic, Graphics & Safety.**

- sales and market development activities for three groups of products (Traffic Control Materials, Commercial Graphics and Safety & Security Systems) in Croatia, Bosnia & Herzegovina, Macedonia and Albania, marketing activities for named product groups

**Zagreb, Croatia**

March 1996 - March 1999

CROATIAN CHAMBER OF ECONOMY

**Senior Advisor. Department of Industry.**

- professional associations organisation and supporting, contact with government and non-government associations

**Zagreb, Croatia**

September 1994 - February 1996

CROATIAN CHAMBER OF ECONOMY

**Assistant Dpt. Manager. Department of Transportation, Investment and Reconstruction.**

- department organisation, professional associations organisation and supporting, 13 persons supervised

**Zagreb, Croatia**

November 1993 - August 1994

THE ZAGREB BUSINESS SCHOOL

**Deputy Principal.**

- school activities organisation (contact with potential candidates, contacts with media, school and seminars schedule organisation), 6 persons supervised

**Zagreb, Croatia**

April 1990 - October 1993

MUNJA LEAD BATTERIES Co.

**Planning and Marketing Dpt. Manager.**

- planning and analyses activities (annual and quarterly plans, market analyses), marketing activities, 8 executives supervised

**Zagreb, Croatia**

April 1989 - March 1990

KONČAR Engineering

**Planning Executive.**

- planning and market analyses activities, sales support

**Zagreb, Croatia**

November 1986 - March 1989

**ACADEMIC (LECTURING AND RESEARCH) EXPERIENCE**

**FHS St.Gallen, Hochschule für Angewandte Wissenschaften. (Erasmus+)**

**St. Gallen,  
Switzerland**

**Professor.**

**“Global Economy Competitvity, case study Croatia ” Pre-Graduate level.**

May 2017

- Macroeconomics and International Economics

**“Change and Leadership ” Pre-Graduate level.**

- Change management

**“Understanding marketing trends ” Pre-Graduate level.**

- Marketing

<b>ISAL Instituto Superior de Administração e Línguas (Erasmus+)</b>	<b>Funchal, Madeira, Portugal</b>
<b>Professor.</b> <b>“Global Economy and Future Market Trends” Pre-Graduate level.</b> - market trends in tourism, multicultural communication	November 2016
<b>VAASA UNIVERSITY OF APPLIED SCIENCES (Erasmus+)</b>	<b>Vaasa, Finland</b>
<b>Professor.</b> <b>“Business Trends and Multicultural communication Pre-Graduate level.</b> - market trends, culture of co-operation, conflicts in team work	March 2016
<b>LES FACULTIES DE UNIVERSITE CATHOLIQUE (Erasmus+)</b>	<b>Lille, France</b>
<b>Professor. “Business Trends” Post-Graduate level.</b> - future market trends, global trends and influence on regional and local trends	March 2016
<b>Professor. “Organisational behaviour” Post-Graduate level.</b> - multicultural communication and management, innovative business	March 2016
<b>MALOPOLSKA SCHOOL OF ECONOMICS (Erasmus+)</b>	<b>Tarnow, Poland</b>
<b>Professor. “Business Trends” Post-Graduate level.</b> - market trends, specific tourism trends	May 2015
<b>Professor. “Organisational behaviour” Post-Graduate level.</b> - selected topics from organizational behavior (multicultural communication and management)	May 2015
<b>UNIVERSITY NORTH</b>	<b>Varaždin, Croatia</b>
<b>Professor. “Development Trends in Tourism” Post-Graduate level.</b> - tourism market development, market trends, specific tourism activities	January 2014 – present
<b>Professor. “Safety &amp; Security in Tourism” Post-Graduate level.</b> - business security, personal safety, tourists’ safety, security management	January 2014. – present
<b>UNIVERSITY OF APPLIED SCIENCES Politehnika Pula</b>	<b>Pula, Croatia</b>
<b>Professor. “Virtual organisation”. Post-Graduate level.</b> - organizational culture and behaviour	October 2016 - present
<b>Professor. “Export Politics and Strategy”. Post-Graduate level.</b> - macroeconomics, export politics	October 2015 - present
<b>Professor. “Business Negotiation”. Post-Graduate level.</b> - negotiation skills, communication	March 2013 - present
<b>Professor. “Value Creation Economy”. Post-Graduate level.</b> - macroeconomics, investments, intellectual capital	March 2013 - present
<b>Professor. “Creativity Management”. Post-Graduate level.</b> - innovations, technology transfer, motivation	March 2013 - present
<b>Professor. “Customer Relationship Management”. Post-Graduate level.</b> - market and sales, CRM, customer behavior, communication	March 2013 - present

<b>UTILUS BUSINESS SCHOOL</b>	<b>Zagreb, Croatia</b>
<b>Professor. “Negotiations for Tourism Managers” Post-Graduate level.</b> - negotiation skills	March 2012 – July 2013
<b>Professor. “Business Negotiation”. Graduate level.</b> - negotiation skills	March 2012 – July 2013
<b>Lecturer. “Soft skills”. Graduate level.</b> - negotiation skills	March 2006 – June 2008
<b>ZRINSKI BUSINESS SCHOOL</b>	<b>Zagreb, Croatia</b>
<b>Professor. “Organisational behaviour”. Graduate level.</b> - organizational and management skills	February 2012 – July 2014
<b>Professor. “Selling skills ans Sales Management”. Graduate level.</b> - selling skills, market research and development	February 2012 – July 2015
<b>Professor in “Human Resources Management”. Graduate level.</b> - HR skills (selection, interviews, organization, problem solving)	March 2011 – July 2013
<b>Professor in “Leadership”. Graduate level.</b> - leadership skills (problem solving, change management, motivation)	March 2011 – July 2013
<b>VERN UNIVERSITY OF APPLIED SCIENCES</b>	<b>Zagreb, Croatia</b>
<b>Professor. “Trendseting and Futurology”.</b> - market trendspotting, trendsetting and business futurology	February 2012. – June 2014
<b>Professor in “Decision Making”. Graduate level.</b> - management skills (decision making, problem solving, change management)	March 2011 – July 2013
<b>Lecturer in “Business Intelligence”. Postgraduate level.</b> - business intelligence and business security, personal safety, risk management	October 2006 - present
<b>Lecturer in “Advanced Communication Skills”. Postgraduate level.</b> - advanced communication skills (problem solving, change management, negotiation)	October 2006 - present
<b>Lecturer in “Business Communication Skills”. Postgraduate level.</b> - communication skills (communication, presentation, negotiation)	February 2006 - present
<b>Lecturer in “Personal and Business Safety”. Graduate level.</b> - personal and safety security (office and travel safety, personal safety )	March 2004 - present
<b>Lecturer in “Human Resources Management”. Graduate level.</b> - HR skills (selection, interviews, organization, problem solving)	September 2003 – September 2011
<b>Lecturer in “Business Negotiating Skills”. Graduate level.</b> - negotiating skills (communication, techniques, skills, case studies, etc.)	March 2002 - present
<b>LIBERTAS BUSINESS SCHOOL</b>	<b>Zagreb, Croatia</b>
<b>Professor. “Business Negotiation”.</b> - business negotiation skills	February 2012. – June 2012

**Lecturer in “Macroeconomics II”. Graduate level.** March 2010 – June 2013  
 - macroeconomics, national economy, regional development

<b>UNIVERSITY OF ZAGREB, FACULTY OF TRANSPORTATION</b>	<b>Zagreb, Croatia</b>
<b>Professor. “Logistics Systems”. Postgraduate level.</b> - transportation, logistics, theory of the system behaviour	September 2009 – February 2011

<b>UNIVERSITY OF ZAGREB; FACULTY OF ECONOMICS</b>	<b>Zagreb, Croatia</b>
<b>Guest-lecturer. E-student association.</b> - Croatia in EU: business relationships and negotiations	May 2009
<b>Guest-lecturer. E-student association.</b> - leading student workshops in negotiations	May 2006 – October 2009
<b>Guest-lecturer. Graduate level.</b> - management, marketing, student workshops	March 2004

<b>EXPERTA BUSINESS SCHOOL</b>	<b>Zagreb, Croatia</b>
<b>Lecturer in “HR management”. Graduate level.</b> - HR skills, team communication, motivation	September 2008 – June 2013
<b>Lecturer in “Sales management”. Graduate level.</b> - sales skills, CRM, problem solving	September 2008 – June 2013

<b>WIFI Austrian Education Institute for Entrepreneurial Development</b>	<b>Eisenstadt, Austria</b>
<b>Certified WIFI Lecturer.</b> - communication and selling skills	June 2006 - present
<b>Lecturer in “Selling skills”. First lecturer from Croatia.</b> - selling skills (customer relationship management, pricing, etc.)	March 2006 – July 2012

<b>F+U Heidelberg Croatia BUSINESS SCHOOL</b>	<b>Zagreb, Croatia</b>
<b>Lecturer in “Soft Skills”. Graduate level.</b> - soft skills (communication, presentation, negotiation skills)	October 2005 – June 2008

<b>CBA BUSINESS SCHOOL</b> (WBA and INCAE partner, member of AACSB)	<b>Zagreb, Croatia</b>
<b>Lecturer in “Presentation and negotiation skills”. Graduate level.</b> - personal presentation and negotiation skills	April 2005

<b>HIGH MEDICAL SCHOOL</b>	<b>Zagreb, Croatia</b>
<b>Lecturer in “Management”. Graduate level.</b> - management (communication, leadership, team work, motivation, case studies, etc.)	June 2001 – September 2003

<b>RIJEKA BUSINESS SCHOOL</b>	<b>Rijeka, Croatia</b>
<b>Lecturer in “International Management”.</b> - management in international environment (communication, negotiating, sales)	March 1991 - May 1993

<b>THE ZAGREB BUSINESS SCHOOL</b>	<b>Zagreb, Croatia</b>
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**Lecturer in “International Management”.** April 1990 - May 1994  
- management in international environment (communication, negotiating, sales)

KENTUCKY STATE UNIVERSITY SUMMER SCHOOL **Vienna, Austria**  
**Lecturer in “International Marketing”.** July 1990  
- marketing in international environment (market research, communication with customers)

UNIVERSITY OF ZAGREB **Zagreb, Croatia**  
**President. Group for Research in Economics.** October 1983 - September 1986  
- research in various topics (market research, regional development research)

STUDENTS ORGANISATION FOR SCIENTIFIC WORK AND RESEARCH **Zagreb, Croatia**  
**President.** October 1982 - October 1986

### ADDITIONAL EDUCATION AND TRAININGS

3M **various locations in Europe**  
**Participation to various business trainings** March 1996 - May 2008  
- presentation skills, negotiation skills, selling skills,  
management in international environment, TQM

INSTITUTE FOR PUBLIC-PRIVATE PARTNERSHIP **Washington, D.C., USA**  
**Research Fellow in “Private Investments in Infrastructure”** August 1995  
- participation as an expert from Croatia

KENTUCKY STATE UNIVERSITY SUMMER SCHOOL **Vienna, Austria**  
**Research Fellow in “International Marketing”.** July 1990  
- marketing in international environment (market research, communication with customers)

### TRAINING, CONSULTING, COACHING AND MENTORING

VARIOUS COMPANIES **Croatia, Serbia, Slovenia, Bosnia**  
**Trainer, consultant, coach, mentor.** May 1994- present  
- presentation, sales, negotiation, meetings, team and management communication skills, leadership,  
business decisions, change management, problem solving management, personal & business safety

**Companies :** car retail and spare parts (Auto Hrvatska, Auto Krešo, ANET, Motor Diht), oil and gas industry (INA, Petrol, Exxon Mobil), beverages (Coca Cola, Red Bull), beer breweries (Karlsberg – Panonska pivovara, Stella Artois - Zagrebačka pivovara), insurance companies (Allianz, Grawe), financial organizations (FINA), language schools (HalPet), electro distribution (HEP), mystery shopping (Heraklea), banks (Hypo Bank, Wiener Stadttsche), pharma (ACG Lukaps), computers (IBM), electro and telcom (Končar, El), book publishers (Mozaik knjiga), construction (Nexe grupa), food (Billa, Perutnina, Konzum), office materials (RAM 3), etc.

### PUBLISHED BOOKS

“SOLD!”  
- sales communication **Zagreb, Croatia**  
**Author.** November, 2016

<p>“EMOTIONS IN BUSINESS”  - team communication  <b>Co-author.</b></p>	<p><b>Zagreb, Croatia</b>  November, 2013</p>
<p>“CHANGE MANAGEMENT”  - how to manage changes  <b>Co-author.</b></p>	<p><b>Zagreb, Croatia</b>  November, 2013</p>
<p>“SUCCESSFUL MEETING”  - meeting management  <b>Author.</b></p>	<p><b>Zagreb, Croatia</b>  November 2013</p>
<p>“DECISION MAKING”  - how to make decisions  <b>Co-author.</b></p>	<p><b>Zagreb, Croatia</b>  November 2013</p>
<p>“MANAGERS ON THE WHEELS”  - managers’ safety on the road  <b>Co-author.</b></p>	<p><b>Zagreb, Croatia</b>  April, 2010</p>
<p>“DO MANAGERS DREAM OF THE FIRED WORKERS”  - management, internal communication, partnership  <b>Author.</b></p>	<p><b>Zagreb, Croatia</b>  March 2010</p>
<p>“THE MISTERY OF A LOST CUSTOMER”  - CRM, mystery shopping, selling skills, QA in sales  <b>Co-author.</b></p>	<p><b>Zagreb, Croatia</b>  March 2010</p>
<p>“MAKING BUSINESS DECISIONS”  - business decision management  <b>Co-author.</b></p>	<p><b>Zagreb, Croatia</b>  May, 2009</p>
<p>“GUNFIGHT AT THE MEETING ROOM”  - meeting organization and leading skills  <b>Author.</b></p>	<p><b>Zagreb, Croatia</b>  May, 2009</p>
<p>“HOW TO SURVIVE THE FAIR”  - marketing tips  <b>Author.</b></p>	<p><b>Zagreb, Croatia</b>  May, 2009</p>
<p>“LEADING CHANGES”  - business changes management  <b>Co-author.</b></p>	<p><b>Zagreb, Croatia</b>  May, 2009</p>
<p>“MANAGER AT THE EDGE OF THE NERVOUS BREAKDOWN”  - communication and stress  <b>Co-author.</b></p>	<p><b>Zagreb, Croatia</b>  May, 2009</p>
<p>“SECURITY ON BUSINESS TRIP”  - executive security  <b>Co-author.</b></p>	<p><b>Zagreb, Croatia</b>  May, 2009</p>

<p>“SAY IT LAUDER AND CLEARER”  - presentation skills  <b>Co-author.</b></p>	<p><b>Zagreb, Croatia</b>  May, 2008</p>
<p>“ARE YOU STILL SECURE WITH YOUR SECURITY”  - corporate security  <b>Co-author.</b></p>	<p><b>Zagreb, Croatia</b>  March, 2008</p>
<p>“THE DARK SIDE OF MANAGEMENT”  - negative management, team communication, mobbing  <b>Author.</b></p>	<p><b>Zagreb, Croatia</b>  November, 2005</p>
<p>“HUMAN SIDE OF MANAGEMENT”  - management &amp; HR skills  (team selecting, organizing, managing and maintaining skills)  <b>Co-author.</b></p>	<p><b>Zagreb, Croatia</b>  November, 2004</p>
<p>“HOW TO SELL YOURSELF SUCCESSFULLY”  - personal &amp; business communication skills  <b>Author. 3 editions.</b></p>	<p><b>Zagreb, Croatia</b>  July, 2003</p>
<p>“ARE YOU SECURE WITH YOUR SECURITY?”  - personal and business security  <b>Co-author.</b></p>	<p><b>Zagreb, Croatia</b>  June, 2003</p>
<p>“NEGOTIATE WITH THE BLACK DEVIL AND KEEP THE WHITE WINGS”  - negotiation skills  <b>Author. 3 editions.</b></p>	<p><b>Zagreb, Croatia</b>  November, 2001</p>
<p>“HOW TO SELL SNOW TO ESKIMOS” - selling skills  <b>Author. 4 editions</b></p>	<p><b>Zagreb, Croatia</b>  July, 2000</p>
<p>“SAY IT LOUD AND CLEAR” - presentation skills  <b>Author. 5 editions.</b></p>	<p><b>Zagreb, Croatia</b>  October, 1999</p>
<p>“QUALITY MANAGEMENT (ISO 9000)”  <b>Author.</b></p>	<p><b>Zagreb, Croatia</b>  February, 1996</p>
<p>“THE BASICS OF GOLF”  <b>Author.</b></p>	<p><b>Zagreb, Croatia</b>  April 1995</p>
<p>“TECHNOLOGY TRANSFER AND TECHNOLOGY PARKS”  <b>Co-author.</b></p>	<p><b>Zagreb, Croatia</b>  February 1995</p>
<p>“MANAGEMENT AND ENTREPRENEURSHIP”  <b>Co-author.</b></p>	<p><b>Zagreb, Croatia</b>  March 1994</p>

<b>PUBLISHED AUDIO BOOKS</b>
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<p>“THE DARK SIDE OF THE MANAGEMENT”  - negative management, team communication, mobbing  <b>Author.</b></p>	<p><b>Zagreb, Croatia</b>  September, 2007</p>
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## TRANSLATED BOOKS

- "HOW TO SELL YOURSELF SUCCESSFULLY"  
Slovenian language  
**Author.** **Ljubljana, Slovenia**  
November, 2006
- "NEGOTIATE WITH THE BLACK DEVIL AND KEEP THE WHITE WINGS"  
Serbian language  
**Author.** **Belgrade, Serbia**  
March, 2005
- "HOW TO SELL SNOW TO ESKIMOS"  
Serbian language  
**Author.** **Belgrade, Serbia**  
March, 2005
- "SAY IT LOUD AND CLEAR" - presentation skills  
Serbian language  
**Author.** **Belgrade, Serbia**  
October, 2004

## PUBLISHED EDUCATIONAL DVDs

- "MY SMART VIDEO - COMMUNICATION and SELLING SKILLS"  
- Part: How to influence other people  
- Part: How to solve customer complaints  
**Author.** **Zagreb, Croatia**  
November, 2007
- "MY SMART VIDEO - MANAGEMENT"  
- Part: Problem solving  
**Author.** **Zagreb, Croatia**  
November, 2007

## ACTIVITIES AND INTERESTS

- Croatian Youth Association "Smart Hub"  
**President.** **Zagreb, Croatia**  
May 2011 – today  
- work with young people (selfemployment, life long learning)
- Association of Croatian Security managers  
**Member.** **Zagreb, Croatia**  
October 2007 – today  
- security professionals' association
- Working Group for Preparation of a Draft Bill Against Mobbing  
**Member.** **Zagreb, Croatia**  
October 2006 – March 2008  
- the only member with economic and business background
- Croatian Public Relations Association  
**Member.** **Zagreb, Croatia**  
October 2005 – April 2008  
- public relations professionals' association
- VERN Alumni Negotiations Club **Zagreb, Croatia**

**Project leader. Part of TEMPUS project.**

- niche topics on negotiation lecturing for graduated students

October 2003 – November 2005

TECHNICAL COMMITTEE 509, Croatian Normisation Institute  
**President.**

- adoption of European norms as Croatian national norms

**Zagreb, Croatia**

May 2000 – April 2005

Croatian Scientific Society for Transportation

**Member.**

- scientific research in traffic area

**Zagreb, Croatia**

February 1995 – May 2000

Croatian Systems Society

**Member.**

- urban development as a part of regional development project

**Zagreb, Croatia**

November 1994 - December 1996

National Golf Development Council

**Founder and President.**

- development of golf resorts in Croatia

**Zagreb, Croatia**

April 1994 - May 1996

Croatian Packaging Systems Producers Association

**Secretary.**

- secretary activities in leading association

**Zagreb, Croatia**

November 1993 - February 1996

Croatian Quality Association

**Member.**

- quality assurance and control in Croatian companies (ISO 9000)

**Zagreb, Croatia**

November 1992 - December 1997

Business Club

**Founder and Member of the Board.**

- connecting business people, sharing business ideas and contacts

**Zagreb, Croatia**

December 1990 - March 1994

National Handball Referee Association

**Referee. National Rank.**

- handball referee, national rank (excellent experience in interpersonal communication skills and work under pressure)

**Zagreb, Croatia**

September 1977 - March 1989

<b>OTHER</b>
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**Born** in Samobor, Croatia, March 24, 1962.

**Languages.** Croatian, English - fluent; Spanish, German - reading ability. Other regional languages: Serbian, Slovenian, Bosnian, Macedonian, Montenegrin - advanced

**Articles** about management, leadership, quality, marketing, interpersonal communication, presentation and negotiation techniques, sales skills, team building and management, personal and business safety, business locations, technology transfer in all major Croatian business newspapers, magazines and web portals.

**Hobbies.** Books, music, travel

**Married.** Since 1991. Wife Vlatka (1962, physical therapist). One child (son Fran, 1993).

**Other.** PC user (Windows 95, 98, 2000, XP, Vista). Driving licence (1979). Voluntary social work with teenagers with personal and family problems (1982-1988). Sports: volleyball (1976 – 1984), handball (1975-1980).