### Summary

I am the Founder of hangAIR Global, former and award-winning Chief Marketing Officer and Business Strategy Consultant with 18+ years of outstanding performance, with track record of successfully bringing ideas from concept to reality from start-ups to large corporations: health & wellbeing, specialist chemicals, premium consumer brands, commercial/industrial goods and marketing agencies.

I am instilling deep data analytics into effective communication and cognitive strategies, driving meaningful innovation and business transformation throughout customer journey.

I specialise in effective transformation of traditional business models into digital commerce and business turnarounds. I helped last two businesses to get sold to large blue-chip corporations.

Being a community-oriented person and a global traveler, I am exceptionally effective in setting up highly successful teams from different cultures, genders and backgrounds.

I have a degree in psychology from Belgrade University and a masters in International Economics.

I am occasional speaker at business events, a guest Lecturer at Oxford Brooks University and trustee of Global Angels Foundation, a charity helping local communities to be self-sufficient in Kenya.

I am looking for Non-Executive Director role in Greater London area, in business services, management consulting, marketing, technology, creative, digital, manufacturing, retail/FMCG, start-ups, scaleups, public sector, fin-tech, health and wellbeing.

**Employment History**

**2018 – Present Founder & CEO, hangAIR Global Ltd, London**

*hangAIR is an interactive ecosystem for body & mind RESET (Rest, Ease, Sleep, Transform)*

hangAIR is transforming the way we RESET body and mind by using technology to

bring community RESET experience to people’s homes and on the go – anywhere,

anytime

* Brought an idea from concept to reality and raising the first round
* Bootstraped to build our first prototype, test it and implement the learnings & science into the final prototype
* Put together a diverse team, top level advisors, engaged with three Universities on research and bio-sensors development, secured several committed investors

**2016 – 2019 CMO / International Market Development Director, Farecla Products Ltd, Ware**

*Farecla manufactures and sells innovative surface finish product globally. Annual sales £20 million*

Brought in to challenge the existing business model, deploy company’s turnaround and prepare it for sale

* Moved the business from traditional to an effective digital, delivering fast ROI
* Restructured Global business growth strategy
* Achieved the sale of the company to Saint Gobain in December 2018

**2015 – 2016 Sales and Marketing Director Europe and UK, Quest AP Ltd / Valspar, London**

*USA-based Quest AP was recently acquired by Valspar Corporation. Annual sales around $4.8 billion*

Brought in with a mandate for business improvement to strengthen executive team:

* Successfully bridged the gap between the sales and marketing teams for smooth delivery of high value projects by implementing new technologies
* Expanded market focus from UK-centric to pan-European
* Helped the business integration systems and teams post the acquisition

**2008 – 2015 U-POL Ltd, London**

*U-POL manufactures and sells premium branded automotive chemicals, with global sales over £60 million*

**Global Market Development Director 2013 - 2015**

* Full responsibility for global market growth
* Accelerated revenue/profit growth through solution-marketing by region/brand
* Managed global communications, customer acquisition, digital marketing strategy

**Business Development and Marketing Director, Export 2008 – 2013**

* Developed and expanded new and existing markets in Europe
* Strategic coordination & alignment of global sales & marketing teams
* Developed competency framework for sales and marketing teams

**2004 – 2008 Director of Business Development, Ducla Group, London - Belgrade**

*Import and distribution of premium brands throughout South-East Europe. Brands: La Perla, Loacker, Gallo, Mauxion…*

* Deployed & optimized strategic sales & marketing plans for medium and long-term expansion
* Sourced premium quality consumer and industrial goods for import
* Opened office in Slovenia to simplify trading between EU and former Yugoslavia

**2003 – 2004 Sales and Marketing Director, Si & Si Group, Belgrade**

*Market Leader in Premium Brand Drinks. Brands: Sinalco, Gorki List, VodaVoda*

* P&L responsibility
* Led strategy to strengthen supply chain, marketing and distribution network for key clients which included Brand and Product Innovation, NPD, customer insight

**2001 – 2002 Sales & Marketing Manager, West Truck IVECO, Belgrade**

*IVECO Commercial Vehicles Import & Distribution*

* Head of Sales & Marketing function
* Increased profits and managed expansion across various industries
* Planned and implemented IVECO marketing campaigns

### Education and Skills

**2014 -2014 ILM Level 3** Institute of Leadership & Management, UK

**2004 - 2006 MSc International Economics** BK University, Belgrade, Serbia

**1993 - 1998 BA (Hons) Psychology & Education** University of Belgrade, Serbia

**Languages:** English, Serbian/Croatian, Bulgarian, Italian (advanced)

**Computers:** MS Office suite, e-mail communications, internet research skills

**Driving:** Full, clean UK driving licence

**Interests:** Psychology, swimming, yoga, startup unicorns, motivational speaking, volunteering

***Achievements: see appendix 1 attached***

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| **Appendix 1.** | |
| **Company & position** | **Achievements** |
| ***hangAIR Global Ltd***  **Founder / CEO** | Incorporated my first startup   * Put together great diverse team + top level advisers from science, academia and industry * Butstrapped to prepare the business to the first investment round * Secured partnership with IBM Watson and Superior Flotation Tanks as well as couple of top level committed investors |
| ***Farecla Products LTD***  **CMO / International Market Development Director** | Led the business transformation in preparation for the sale of the business to Saint Gobain in 2018:   * Transformed business model from traditional B2B to effective B2B and B2C digital commerce * Created a clear corporate marketing strategy and implemented digital localization * Lead the company’s diversity and equality initiative |
| ***Quest AP / Valspar***  **Sales and Marketing Director, Europe and UK** | Moved the focus of decision making process from short term, uncoordinated, to structured, sustainable strategy in the longer term:   * Rationalized sales channels, introduced pricing structure and polices * Introduction of essential marketing digital tools * Created UK and European sales and marketing strategy to bring extra 30% sales revenue and profit within 12 months including transfer of higher value products from US market * Supported the planning of integration of Quest’s European operations into Valspar to leverage existing market presence and operating synergies |
| ***U-POL LTD***  **Global Market Development Director** | * Implemented sales and marketing projects securing average £3M profit growth year on year * Established strong market position, robust turnover in Southern Europe from zero in 5 years (£3.5M) * Opened and managed strategic key accounts, each with £1M+ turnover per year * Maximized production efficiency through Product Lifecycle Project with potential to save over £1.5M in 2-3 years |
| ***Ducla Group***  **Business Development Director** | * Expanded brand portfolio and distribution in new countries – sales increased by 25% (€ 5M) in 12 months * Delivered diversification plan - car fleet outsourcing services and industrial goods for energy sector - will double the size of the company in 2-4 years |
| ***Si&Si Group***  **Sales and Marketing Director** | * Increased sales of premium drinks to key clients by 15% within 12 months by expanding brand portfolio with new products (Sinalco, Voda Voda, Gorki List) * Increased sustainability through client contact planning and upgraded reliability of service |
| ***IVECO***  **Sales and Marketing Manager** | * Winner of the prize “Sales and Marketing person of the year” * Secured €5M sales in one transaction winning over Mercedes, Volvo and Scania offers |