

EUROPEAN  
CURRICULUM VITAE  
FORMAT



PERSONAL INFORMATION

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Nationality	Croatian
Date of birth	02.02.1976

**Summary:** 22 years of experience in both private and public sector – from banking institutions, investment promotion, business consulting and EU projects funding and implementation, up to the high positions in public offices like the Office of the President of Republic of Croatia.

My expertise focuses on: business sector; ease of doing business and investment climate development; cooperation with both SMEs and large corporations; FDI; international trade and relations; public policy development and implementation; business advisory; project funding and implementation through donor funds (EU, WB, USAID, etc); public strategies development and implementation; technical assistance towards both businesses and public bodies and institutions.

With MA in finances, education in various additional institutions and through various locations, and with large experience in bilateral and multilateral projects (focus on EU, ASIA, North America) and cooperation I offer excellent added value in various public and private projects. Throughout my career I established close relationship with large number of private businesses in Croatia, as well as on global level.

Key qualifications:

- 17 years of cooperation with small, medium sized and large businesses – from sales of services and products to lobbying, public awareness promotion, representation on local and global markets, public advocacy for various industries and individual companies alike
- 15 years of extensive experience in foreign investment promotion and ease of doing business development – dealing with both attraction of foreign investors and providing them with business consulting, and with public institutions in development of FDI strategies, action plans and marketing implementation
- International trade and relations – 12 years of experience and in depth knowledge in bilateral and multilateral relations, as well as experience in trade promotion and international trade between corporations (both big and SME)
- Public policy development and implementation – hands-on and in-depth knowledge and 17 years of experience
- EU funding and project implementation – 11 years of experience, in-depth knowledge, understanding, and hands on experience
- Business advisory and consulting – 11 years of experience
- Diplomacy – 15 years of experience

WORK EXPERIENCE

• Dates (from – to)	December 2022 - present
• Name of employer	<b>Croatian Employers Association</b> ( <a href="http://www.hup.hr">www.hup.hr</a> )
• Type of business or sector	Business Association
• Occupation or position held	Director of EU Policies and International Relations Department
• Main activities and responsibilities	<ul style="list-style-type: none"><li>▪ EU policies public advocacy</li><li>▪ Development of projects aimed at internal capacity building and development</li><li>▪ Assistance and services towards member companies and sectors – EU projects, policies, tenders, etc.</li><li>▪ Communication and cooperation with international partners on institutional level (eg. BusinessEurope, global national employers associations, BIAC - Business at OECD), etc.</li><li>▪ Institutional relations (Ministries, Government, World Bank; EBRD/EIB, National bank, Diplomatic corps, various international institutions, etc.)</li></ul>

<ul style="list-style-type: none"> <li>• Dates (from – to)</li> <li>• Name of employer</li> <li>• Type of business or sector</li> <li>• Occupation or position held</li> <li>• Main activities and responsibilities</li> </ul>	<p>April 2020 – present  Hullu j.d.o.o., Zagreb  Business Consulting  Director / Founder</p> <ul style="list-style-type: none"> <li>▪ Business Consulting and advisory</li> <li>▪ EU projects – documentation development and preparation; tenders and grants application; project implementation of EU funded projects for corporate and public institutions; implementation in a capacity of consultant and key expert; etc.</li> <li>▪ Foreign investments consulting – to both investors and public institutions</li> <li>▪ “Strategic Project - Competitiveness Cluster Initiatives Support / Export Promotion Action Plan and Targeted Promotion Activities” – EU funded project led by the Ministry of Economy, role of the Key Expert – Team Leader</li> <li>▪ Policy Advocacy, Policy development and implementation</li> </ul>
<ul style="list-style-type: none"> <li>• Dates (from – to)</li> <li>• Name of employer</li> <li>• Type of business or sector</li> <li>• Occupation or position held</li> <li>• Main activities and responsibilities</li> </ul>	<p>September 2018 - present  <b>Privredni vjesnik d.o.o. (<a href="http://www.privredni.hr">www.privredni.hr</a>)</b>  Publisher – economic media  Editor in Chief</p> <ul style="list-style-type: none"> <li>▪ Editor in Chief of quarterly economic magazine (2019-20)</li> <li>▪ Director (2021-22)</li> <li>▪ Company owned by Croatian Chamber of Economy</li> </ul>
<ul style="list-style-type: none"> <li>• Dates (from – to)</li> <li>• Name and address of employer</li> <li>• Type of business or sector</li> <li>• Occupation or position held</li> <li>• Main activities and responsibilities</li> </ul>	<p>April 2018. – present  <b>Croatian Chamber of Economy (<a href="http://www.hgk.hr">www.hgk.hr</a>)</b>  Economic Association  Adviser to the President</p> <ul style="list-style-type: none"> <li>▪ Assistance and support to industries and trade associations, and individual companies members of the Chamber</li> <li>▪ Strategy, planning, reorganization, modernization</li> <li>▪ Setting up modern and efficient processes and business models within the chamber (digitalization, AI, HR processes, international relations, etc)</li> <li>▪ Institutional relations (Ministries, Government, World Bank; EBRD/EIB, National bank, Diplomatic corps, various international institutions, etc.)</li> <li>▪ Member of public bodies in development of national strategies and reform plans, including fiscal and monetary reforms</li> <li>▪ Public reforms (lobbying, proposing, networking, developing – public reforms needed for easy of doing business and competitiveness)</li> <li>▪ Policy advocacy</li> <li>▪ Development of the framework for FDI activities within the Chamber</li> </ul>
<ul style="list-style-type: none"> <li>• Dates (from – to)</li> <li>• Name of employer</li> <li>• Type of business or sector</li> <li>• Occupation or position held</li> <li>• Main activities and responsibilities</li> </ul>	<p>April 2018 – February 2020  <b>Office of the President of the Republic of Croatia (<a href="http://www.predsjednica.hr">www.predsjednica.hr</a>)</b>  Government  Special Adviser to the President for Economic Affairs</p> <ul style="list-style-type: none"> <li>▪ Same as previous role and position</li> <li>▪ Advising the President of the Republic of Croatia on economic issues and affairs, on voluntary basis</li> <li>▪ Policy development and advocacy, speechwriting, strategy development and promotion, etc.</li> </ul>
<ul style="list-style-type: none"> <li>• Dates (from – to)</li> <li>• Name of employer</li> <li>• Type of business or sector</li> <li>• Occupation or position held</li> <li>• Main activities and responsibilities</li> </ul>	<p>June 2015. – April 2018.  <b>Office of the President of the Republic of Croatia (<a href="http://www.predsjednica.hr">www.predsjednica.hr</a>)</b>  Government  Adviser to the President for Economic Affairs</p> <ul style="list-style-type: none"> <li>▪ Advising the President on all economic issues and affairs</li> <li>▪ In charge of cooperation and communication with individual companies and trade and industries organizations and associations in Croatia</li> <li>▪ Heading the “Economic Council” of the President, consisting of leaders of 16 economic institutions – development of reforms initiatives, including public reforms, fiscal and monetary reforms; and valuation of their fiscal impact on state budget and overall economy</li> <li>▪ Development of strategies, policies, and political positions on economic issues</li> <li>▪ Policy advocacy</li> <li>▪ Relations with companies, institutions, government bodies – on national and international level on the behalf of the President</li> <li>▪ Speechwriting</li> <li>▪ Etc.</li> </ul>

<ul style="list-style-type: none"> <li>• Dates (from – to)</li> <li>• Name of employer</li> <li>• Type of business or sector</li> <li>• Occupation or position held</li> <li>• Main activities and responsibilities</li> </ul>	<p>October 2012. – May 2015.</p> <p><b>Asia Pacific Chamber of Commerce in Croatia</b></p> <p>Commerce Chamber</p> <p>Co-founder / Executive Manager</p> <ul style="list-style-type: none"> <li>▪ Connecting economies, institutions and companies from Asia-Pacific region with Croatian economy and companies – internationalization and FDI</li> <li>▪ Market research</li> <li>▪ Members support</li> <li>▪ Cooperation with Asia-Pacific institutions on joint initiatives</li> </ul>
<ul style="list-style-type: none"> <li>• Dates (from – to)</li> <li>• Name of employer</li> <li>• Type of business or sector</li> <li>• Occupation or position held</li> <li>• Main activities and responsibilities</li> </ul>	<p>January 2012. – April 2015.</p> <p><b>Arata Biz d.o.o. (now <a href="http://www.dyvolve.com">www.dyvolve.com</a>)</b></p> <p>Business consulting</p> <p>Managing Director / Owner</p> <ul style="list-style-type: none"> <li>▪ FDI consultancy – both to private and public sector <ul style="list-style-type: none"> <li>▪ Private clients from various countries such as: Austria, France, Turkey, Japan, South Korea, USA, Italy, Bahrain, UK etc</li> <li>▪ Development of FDI strategy and action plans for 4 Croatian counties</li> <li>▪ Capacity building for Croatian counties and municipalities</li> </ul> </li> <li>▪ Official consultant and coordinator for Shimizu Corporation (Japan) – 2012-2013</li> <li>▪ International trade networking</li> <li>▪ Market research / Sector Analysis / general research</li> <li>▪ Development Project design, development and implementation</li> <li>▪ EU projects and funds – project preparation and implementation; technical support; development of development and marketing strategies on national and regional level, including necessary reforms: <ul style="list-style-type: none"> <li>▪ Development of the complete EU project documentation: financial analysis; feasibility studies; marketing strategies; business plans; etc</li> <li>▪ Project evaluation – IPA IIIC; SMEPASS II</li> <li>▪ Senior expert – SMEPASS II. Coordinator of the expert team for providing technical support. Providing technical support to the Ministry of Entrepreneurship (now Ministry of Economy)</li> <li>▪ Preparing and implementation of EU funded projects – from winning the grant to the complete implementation of the projects</li> </ul> </li> <li>▪ Policy advocacy</li> </ul>
<ul style="list-style-type: none"> <li>• Dates (from – to)</li> <li>• Name of employer</li> <li>• Type of business or sector</li> <li>• Occupation or position held</li> <li>• Main activities and responsibilities</li> </ul>	<p>January 2011. – January 2012.</p> <p><b>Government of Republic of Croatia</b></p> <p>Government Administration</p> <p>Adviser to Deputy Prime Minister for Investments</p> <ul style="list-style-type: none"> <li>▪ Guiding and handling all foreign investors and investments projects in DPM office. B2G / B2B</li> <li>▪ Networking with all central and local government institutions, as well as public institutions in charge for specific stages of investment realization</li> <li>▪ Forming and preparing strategic documents and action plans for FDI attraction</li> <li>▪ Development of the framework of needed public reforms for ease of doing business, including fiscal and monetary reforms. Coordination of the action plan for implementation of the reforms across the ministries</li> <li>▪ Part of government's think-tank group "Croatian Investment Board" comprised of high level representatives from government and private business sector (5 ministers, CEOs of biggest banks in Croatia, general managers of biggest and most influential economic chambers etc.)</li> <li>▪ Establishing network and communication with business communities in targeted economies</li> </ul>
<ul style="list-style-type: none"> <li>• Dates (from – to)</li> <li>• Name of employer</li> <li>• Type of business or sector</li> <li>• Occupation or position held</li> <li>• Main activities and responsibilities</li> </ul>	<p>01. October 2005 – January 2011.</p> <p><b>Trade and Investment Promotion Agency</b></p> <p>Government Agency</p> <p>Director, Strategic Planning Division (2008-2011.), Head of Department – ICT (2005-2008)</p> <ul style="list-style-type: none"> <li>▪ Planning, monitoring, reporting</li> <li>▪ Member of multi-institution bodies with emphasis on State economic strategies concerning with export / FDI / business obstacles etc.</li> <li>▪ Development of necessary public reforms, with emphasis on fiscal reforms</li> <li>▪ Participation in Partners Consulting for EU structural Funds</li> <li>▪ Setting up mid and long term strategy and plan for FDI attraction</li> <li>▪ Development of Trade and Investment Trade Officers system and network for Ministry of Foreign Affairs – with focus on internationalization of Croatian economy</li> </ul>

<ul style="list-style-type: none"> <li>• Dates (from – to)</li> <li>• Name of employer</li> <li>• Type of business or sector</li> <li>• Occupation or position held</li> <li>• Main activities and responsibilities</li> </ul>	<ul style="list-style-type: none"> <li>▪ Development of web-based tools and services for investors (Business Zones Database, Labor Market Monitor etc.)</li> <li>▪ Outreach of Croatian economy and FDI inflow potentials on Asian market, with strong concentration on establishing and/or strengthening of connections with Japanese and Korean economies – both through government institutions and private entities</li> </ul>
	December 2000 – October 2005
	<b>Privredna banka Zagreb d.d.</b>
	Banking
	Team Leader for non-classic banking products (Product development division)
	<ul style="list-style-type: none"> <li>▪ Development of the new loan models and products with emphasis on new and modern solutions</li> <li>▪ Project manager – Bank insurance project. Implementing the insurance policies sale and product combinations in the Bank's product portfolio</li> <li>▪ Development of the new products, solutions and transactions on the field of the Internet and phone banking.</li> </ul>
<ul style="list-style-type: none"> <li>• Dates (from – to)</li> <li>• Name and address of employer</li> <li>• Type of business or sector</li> <li>• Occupation or position held</li> <li>• Main activities and responsibilities</li> </ul>	1996 – 1999
	<b>Naklada Jurčić d.o.o.</b>
	Publishing
	Various
	<ul style="list-style-type: none"> <li>▪ Areas of responsibility: Acquiring the copyrights from foreign publishers, finance, bookkeeping, organizing book promotions, correspondence with authors, editors etc</li> <li>▪ Acquiring publishing copyrights from foreign publishing firms</li> <li>▪ Visited and organized participation on Croatian as well as foreign book fairs (Frankfurt book fair etc.) regularly</li> <li>▪ Responsible for bringing IT solutions in company's business processes</li> </ul>

## EDUCATION AND TRAINING

<ul style="list-style-type: none"> <li>• Dates (from – to)</li> <li>• Name and type of organization providing education and training</li> <li>• Principal subjects/occupational skills covered</li> </ul>	March 2011. – October 2011.
	<b>Academy for Political Development</b>
	Political Development
<ul style="list-style-type: none"> <li>• Dates (from – to)</li> <li>• Name and type of organization providing education and training</li> <li>• Principal subjects/occupational skills covered</li> </ul>	June 2006. – August 2006.
	<b>JICA, Tokyo</b>
	Economic development and sustainable growth
<ul style="list-style-type: none"> <li>• Dates (from – to)</li> <li>• Name and type of organization providing education and training</li> <li>• Principal subjects/occupational <ul style="list-style-type: none"> <li>• Title of qualification awarded</li> </ul> </li> </ul>	November 2004. – November 2005.
	<b>Diplomatic Academy</b> , Ministry of Foreign Affairs of the Republic of Croatia
	Economic Diplomacy
	Economic Counselor
<ul style="list-style-type: none"> <li>• Dates (from – to)</li> <li>• Name and type of organisation providing education and training <ul style="list-style-type: none"> <li>• Title of qualification awarded</li> <li>• Level in national classification (if appropriate)</li> </ul> </li> </ul>	1994 – 1999
	<b>Faculty of Economics, Zagreb University</b>
	<b>Zagreb, Croatia</b>
	Masters (major in Finance)
	VII/I
<ul style="list-style-type: none"> <li>• Dates (from – to)</li> <li>• Name and type of organisation providing education and training</li> <li>• Level in national classification</li> </ul>	1990 - 1994
	<b>"Lucijan Vranjanin" High school</b>
	SSS

**PERSONAL SKILLS  
AND COMPETENCES**

*Acquired in the course of life and career  
but not necessarily covered by formal  
certificates and diplomas*

NATIVE LANGUAGE      **CROATIAN**

OTHER LANGUAGES

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• Reading skills</li><li>• Writing skills</li><li>• Verbal skills</li></ul> | <b>ENGLISH</b><br>Excellent<br>Excellent<br>Excellent |
|---|---|

- |   |                                       |
|---|---------------------------------------|
| <ul style="list-style-type: none"><li>• Reading skills</li><li>• Writing skills</li><li>• Verbal skills</li></ul> | <b>GERMAN</b><br>Good<br>Good<br>Good |
|---|---------------------------------------|

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>• Reading skills</li><li>• Writing skills</li><li>• Verbal skills</li></ul> | <b>LANGUAGES OF THE FORMER YUGOSLAVIA (SERBIA, BOSNIA AND HERCEGOVINA, MONTENEGRO)</b><br>Excellent<br>Excellent<br>Excellent |
|---|---|