**PROFILE**

Business development executive with 15+ years of experience in the US and EMEA markets. Tech and consumer electronics industries. Expertise in managing channel partners and vendor relations.

**PROFESSIONAL EXPERIENCE**

**Bee smart techologies, San francosco, california** 2014-2017

*Startup - revolutionizing beekeeping via IoT. Data-driven product empowering bee keeping operations – remote monitoring and bee health diagnostics of entire hive farms.*

**Product and Business development manager**

* Managed the product from an intial idea to production and sales (Team of 8 engeneers).
* Initiated data sales, resulting in over $1 mil recurring revenue.
* Established a channel partner distribution network (Chile and California). Recruited, on-boarded and trained new distributors and partners.

**SnapSpa Inc, san francisco, california** 2014-2015

*Startup – a marketplace product connecting professionals and clients in beauty industry.*

 **Business development and Marketing manager**

* Established partnerships, resulting in 30% sales growth.
* Decreased CAC for 20% by optimizing spending for each marketing channel.
* Built a lead-generation system, increasing the leads 3.2x in 4 months.
* Established a rewards program, resulting in 15% growth in retention rate.

**MSan Group, Kim Tec, belgrade, serbia** 2006 – 2013

*Distributor company of IT and CE products, South EMEA.*

**Product Group Manager –** in charge of HP and Samsung product lines, led a team of 4.

* Formed distribution channels, taking the company from a startup to a major market player.
* Managed partner programs with revenues of $8 million.
* Conducted partner segmentation, resulting in 10% profit growth.
* Enabled official distributor status for HP in 18 months, and for Samsung in 3 years.
* Achieved 125% quotas set by HP and Samsung.

 **Powercom Imaging, belgrade, serbia**  2003– 2006

*Midis Group, Distributor company of IT and CE products, EMEA*

**Sales manager -** Managed sales of Konica’s minilab printing solutions in the South EMEA.

* Negotiated sales of 20 minilabs, equaling $4 million.
* Achieved 140 % quotas 2 years in a row.
* Launched products by organizing conferences, 300+ customers in size.
* Managed a joint-venture program with major retailers (Hungary, Bulgaria and Romania).

**Konibel, belgrade, serbia**  2001– 2003

*KONICA joint venture, distributor company of KONICA products*

**Sales Executive –** Reported directly to company investors. Managed a team of 18 sales people.

* Developed Konica’s channel distribution network in the South EMEA, revenue increase of 40%.
* Established “Konica photo express” club, a chain of more then 120 stores.
* Increased sales by 20% via international trade, EMEA region.
* Sold one of the first digital minilabs in Europe**.**
* Exhibited at PHOTOKINA, Colgne, Germany (The largest worldwide event in the industry).

**EDUCATION**

**MBA** August 2014

HULT INTERNATIONAL BUSINESS SCHOOL – San Francisco, CA

**Bachelor’s Degree in International Business** October 2001

UNIVERSITY OF MEGATREND – Belgrade, Serbia