



# Dragana Nikolic

Consultant in the field of business development and entrepreneurship

## Contact

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## Technical Skills

- PowerPoint (creating presentations at managerial level)
- Excel (data analysis, report creation, macros)
- Word (creating business documents and reports)
- Microsoft Office 365 (productivity apps)
- OneNote (note organization and collaboration)
- Canva (design of visual materials and marketing materials)
- SharePoint (document management and team collaboration)
- CRM (Customer Relationship Management) - Management of customer relations and monitoring of sales activities.

## Expertise

- Strategic planning and management - Business and business development - Creation of growth strategies, market positioning and optimization of business models.
- Emotional Intelligence - Understanding and managing emotions in a business environment to improve leadership and communication.
- Knowledge transfer - Developing and implementing a knowledge transfer process within the organization, encouraging continuous learning and professional development.
- Strategic planning and management - Defining and implementing long-term business strategies in accordance with market and organizational goals.
- Performance Management - Setting, monitoring and optimizing key performance indicators (KPIs) to improve operational results.
- Agile management - Application of agile methodologies for efficient project management, adaptation to changes and optimization of business processes..

## Language

- English,
- Serbian, Macedonian
- Slovenian - in progress

## Experience and references

### 2021 Business Development Consultant

Development of business and entrepreneurship

Key areas of expertise:

- Business and business development - Market analysis, optimization of sales channels (Retail, B2B, e-commerce) and strategic positioning.
- Digital transformation - Process automation, business analytics (Power BI & AI) and introduction of innovative solutions.
- Organization and performance management - Setting KPIs, developing operating models and optimizing internal procedures.
- Development of employees and business skills - Creation and implementation of training, training and simulations in the areas of leadership, communication and team management.

By combining strategic management, analytics and innovation, with the aim of improving operational efficiency and maintaining competitive advantages in the long term.

<https://www.proactiv.rs/>



2019 - 2020

### Serbian Market Manager

Wholesale sales management, development of all sales channels in the territory of the Republic of Serbia, Ministry of Finance and VP, reorganization of the sector and digital transformation of the sales process (business bookstores, wholesale and retail)

<https://kengur.rs/>

<https://www.statovac.com/>



2016-2018

### Prima Nova Wholesale Sales Director

Wholesale Sales Director at Prima Nova Leskovac, with a focus on sales development in all sales channels

<https://zlatantrag.rs/>  
2014-2016



### Commercial Director of Arena Distribution

The founder of Arena Distribution is Prima Nova DOO, which owns the production company Moravka Pro, which runs the complete distribution business.

<http://www.moravka.rs/>



2006-2014

### Sales Director Prima Nova DOO & ZLATAN TRAG

DSales Director Prima Nova DOO Wholesale and Distribution, development of the Zlatan trag retail network, director of marketing and HR Prima Nova D.O.O.



2006

### Regional Director SL-Gross

RRegional Director of SL-Gross, for three distribution centers, in three cities: Leskovac, Niš, Čačak



## Areas of activity

knowledge, skills and abilities in the field of action

### Territorial market operation

### Strategic action

### Commercial activity

### Acquisition

## Description of competencies

### Territorial and operational area of activity

- Work in all sales channels of the Serbian market and the countries of the region (BiH, Montenegro, North Macedonia, Slovenia, Kosovo, Croatia, Switzerland, France)
  - Expanding and improving the customer network through market monitoring
  - Work with TOP customers and systems (Delhaize Serbia, Metro Cash and Carri, Super Vero, DIS, Mercator, Idea, Pekabesko, Badev, Plodine, Boso, Tuš, Falcon, Ramstor, DTL... annual negotiations, implementation and monitoring of agreed activities)
  - Fokus C level
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- Creation of business strategy in the part of business development, creation and implementation of strategies in marketing and digital transformation, implementation and application of AI tools
  - Strategic market penetration, by stages: Market analysis, Market segmentation and development of a competitive and sustainable strategy
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- • Definition and monitoring of OKP and KPI
  - • Business analytics, Power BI data visualization
  - • Reorganization of the commercial sector
  - • Introduction of CRM, WMS, DMS...
  - • Introduction of B2B and B2C, e-commerce
  - • Introduction of external platform and applications for field commercial operation and routing
  - • Controlling
  - • Work on Laws and procedures from the scope of work of the commercial sector and automation of business processes
  - • Detecting the pain points of the commercial process and proposing a commercial policy and scalability business model
  - • Defining sales incentives and specific pipelines
  - • Expansion of the listed assortment and numerical distribution
  - Claims collection and process automation
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- • Acquisition of human, material, financial, technological and informational resources
  - • Human resources management, acquisition of new personnel, advertising, selection of candidates, interview with candidates, testing, selection and induction into structured training, in relation to the position of a new employee
  - • Introduction of a mandatory training plan for new candidates (individual plan, group training plan, personal professional development plan)
  - • Training of new employees and their evaluation

## Areas of activity

**Planning,  
leadership,  
organization and  
control**

**Personal competencies  
and characteristics**

## Description of competencies

### 4 functions within the approach

- **Planning:** the process of setting goals, identifying the resources needed to achieve those goals, developing strategies and action plans to achieve the set goals
- Creation of a sales plan, a budget plan for the business year or a defined period, short-term/long-term (by sales channels, by executors, with the expected rate of growth and development, made into development models, through the horizontal and vertical cross-section of the market and the potential impact on the further development of the network)
- **Leadership:** inspiring, motivating and directing team members towards the achievement of set goals. Communication with employees, setting an example, providing support and solving problems
- **Organizing:** Organizing refers to the allocation of resources to appropriate positions within the organization in order to achieve goals. This includes defining organizational structures, delegating responsibilities, establishing systems and procedures
- Organization of presentations and fairs, events and seminars  
Organization of the Mystery Shopper loyalty campaign and research,
- **Control:** Monitoring and evaluating the performance of the organization to ensure that activities are carried out in accordance with plans and objectives. Setting performance standards, monitoring progress, identifying problems and taking corrective action
- Submission of monthly, quarterly, annual work reports

- A wide circle of business and personal contacts from various socio-economic political structures
- Excellent relationships with key customers, C level communication
- Knowledge of the market and market trends
- Orientation towards the achievement of set goals and tasks
- Work in a multi-ethnic and multicultural environment
- Adapting to new circumstances,
- Ability to transfer knowledge,
- Enthusiast of coaching culture and I am happy to transfer acquired knowledge and skills
- Work with marketing agencies, brand development
- Cooperation with consulting firms and science and technology parks
- Public speaking skills, PR relationship with the media
- Active work in Microsoft Office, Excel, Word, PowerPoint, Outlook, SharePoint, OneNote, Canva, CRM, Loopia
- Work in Pantheon, Logic, Infodata, SAPWide, BizniSoft software solutions

## Formal education, professional development and tennis

- Sales Controlling and Sales Academy 2024 (mcb BG)
- Diversity, Equity and Inclusion (DEI), Growth mindset and Wellbeing 2023 Bern CH.
- Organizer and participant, Lecturer at several forums and lectures in cooperation with the Coregroup association in 2022.
- Topics: Communications - verbal and non-verbal,
- Selling, Selling Skills, Steps of Selling,
- professional orientation,
- Mediation in solving problem situations,
- Start with why, How to get a job,...
- Training with senior management P.L.O.C. in 2019
- lecturer Sir Eugene O'Curry from Dublin Ireland,
- (Glandfield BG Consulting Agency)
- Training course S.W.O.T. Analysis 2020 (Consulting Agency Account)
- Sales management 2019, (Agency SKY)
- Human resource management, 2018 (NSZ Leskovac)
- Project management, 2018 PKS
- Sales Skills and Sales Steps, 2017
- (Mirmor Skills Development Agency, )
- Category "B" driver's license

## Interests and hobbies

- I love nature, activist of the association Konektor for environmental protection
- He is a member of the Kukavica hiking association, I spend every free moment in nature exploring it, because it constantly fascinates me
- I am a fan of new technologies, I am constantly looking for ways to improve existing work processes with the help of technological innovations. Technology fascinates me as much as nature.
- I like knowledge quizzes and I like to compete
- I'm a big fan of Simon Sinek

## My family

- I live in a family where sport is an integral part of life, I am a former athlete (basketball)
- Wife of a professor of sociology, mother of two children (the older son is a professional athlete, a representative of Serbia with participation in the world handball championship and numerous European handball competitions, with European engagement. He won many sports awards, recognitions and medals from international competitions, as well as competitions in Serbia. Currently engaged in France, where he lives. works of art. Applied to regular Biopsychology studies in Koper, Slovenia