

DRAGANA@PROACTIV.RS

Dragana Nikolic Portfolio

PROFESSIONAL PORTFOLIOS

By Dragana Nikolić

FOR START ABOUT ME...

Hello, I'm Dragana

I have been in sales for over 20 years

because I understand that sales is the queen of all businesses skill

I am inspired by the knowledge that through the implementation of top technological solutions we can change the way we work, create and live

that's what led me on this ProActive journey...

PROFESSIONAL PORTFOLIOS

HELLO, I'M DRAGANA

Welcome to my professional portfolio

Over 20 years of experience in sales and business development, with a strong focus on digital transformation 4.0 and modernizing commercial systems

Now based in **Slovenia** and open for strategic collaboration

[DOWNLOAD PORTFOLIO](#)

[DOWNLOAD CV](#)

PROFESSIONAL PORTFOLIOS

REFERENCES & EXECUTIVE EXPERIENCE

CEO, CCO, Sales Director

-two decades of strategic leadership

Extensive executive experience across Southeast Europe, leading commercial operations as CEO, CCO, and Sales Director, with a strong focus on 4.0 digital transformation and measurable business growth

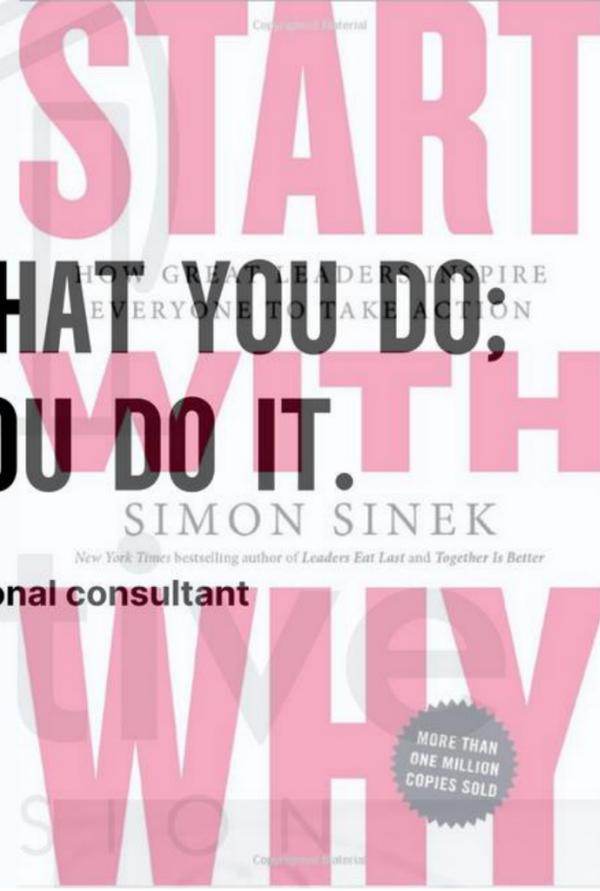
[LINKEDIN PROFILE](#)

REFERENCES AND EXPERIENCE



INSPIRATION

PEOPLE DON'T BUY WHAT YOU DO; THEY BUY WHY YOU DO IT.



- Simon Sinek, author and organizational consultant



WHY? THIS IS MY REASON

PROACTIVITY AS A MISSION



I want to change my self and the enviroment, live in harmony with nature using tehcnology, correctly interpret the changes in the enviroment and their connection with the possibilities of personal and social development



PROFESSIONAL PORTFOLIOS

INSPIRATION

„People don't buy what you do;
they buy why you do it.,,

Simon Sinek

Purpose shapes strategy.

I lead with intention, clarity, and the belief that meaningful growth starts with why

PROFESSIONAL PORTFOLIOS

WHY? THIS IS MY REASON

Proactivity as a mission

I strive to interpret change, embrace technology, and align business with personal and social development.

ProActiv is not just a method — it's a mindset

WHO? THE TEAM IS THE KEY TO SUCCESS

How important is facilitation? The proof is the 25% increase in sales

ProActive
SMART VISION



WHAT & HOW?

Active listening and understanding create a strategic paradigm that brings both challenges and results



PROFESSIONAL PORTFOLIOS

WHO? THE TEAM IS THE KEY TO SUCCESS

Facilitation unlocks performance

Strong teams build strong systems.

I focus on developing people, fostering collaboration, and creating environments where growth becomes a shared achievement

WHAT & HOW?

I TURN INTENTIONS INTO
STRATEGY, AND STRATEGY INTO
MEASURABLE DEVELOPMENT

Active listening and understanding create a strategic paradigm that brings both challenges and results.

My methodology is built on clear intentions, structured processes, and the ability to translate organizational needs into actionable steps. Through the ProActiv way of working, I combine analytics, facilitation, and people development to transform every strategy into sustainable, measurable progress

WHERE?

KNOWLEDGE MEETS LEADERSHIP

Regional congresses, expert panels, and the exchange of best business practices content

ively follow business trends, adopt best practices, and bring new knowledge back into the team work with — strengthening collaboration, performance, and the overall commercial mindset



PROFESSIONAL PORTFOLIOS

AWARDS & RECOGNITION

I received the **first-place award from the American Chamber of Commerce in Serbia**, selected among **109 women entrepreneurs**, for a digital transformation project developed and implemented through my ProActiv approach, delivered within the **ONA ZNA** program.

The initiative took place at **Impact Hub Belgrade**, supported by the **Ministry of Economy of the Republic of Serbia** and **USAID**.

This recognition highlights the quality of my work, the strength of my methodology, and the measurable results achieved in real business environments

[MEDIA APPEARANCES](#)

[YOUTUBE SPOTLIGHT](#)

“

BE PROACTIVE - YOUR STRENGTH LIES IN INITIATIVE



I WON FIRST PLACE

AND CELEBRATED AMONG THE MOST SUCCESSFUL

This award is a recognition of my work, innovation, and dedication. It motivates me to keep moving forward — to build successful business models, introduce sustainable practices, and contribute to a community that inspires through its results and energy.



I FINISHED THE YEAR WITH THE RECOGNITION OF BEING

Number 1 in business development and professionalism in Serbia

Motivated by this recognition, I am coming to Slovenia with a clear goal — to continue developing successful business models, introduce sustainable and effective business practices, keep expanding my knowledge, and contribute to a community that inspires, connects, and shapes a better future.

[PROACTIVE METHODOLOGY CATALOG](#)

[DOWNLOAD PROACTIVE CATALOG](#)

Broj 1 za razvoj poslovanja i poslovnosti

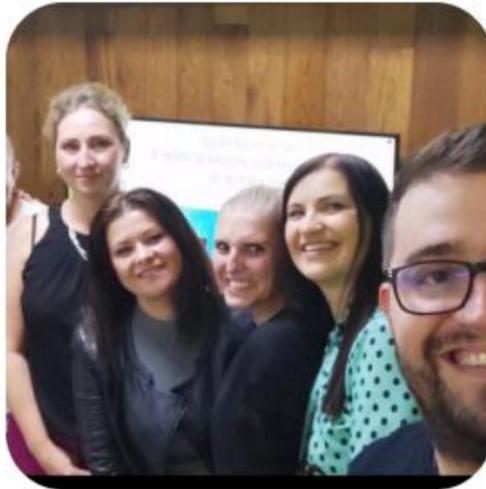


ProActive

FRAMEWORK — 4 PHASES

A PROCESS THAT TRANSFORMS IDEAS INTO SUSTAINABLE RESULTS.

A clear, structured, and actionable workflow designed to turn vision into measurable impact



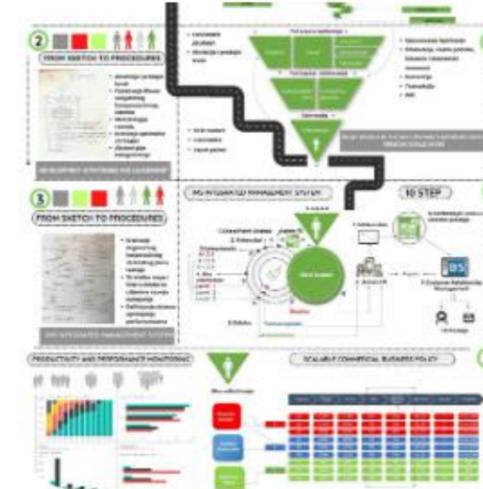
1. BRAINSTORMING

Open space for ideas, analysis, and new perspectives. Define the core challenge and lay the foundation for strategic solutions.



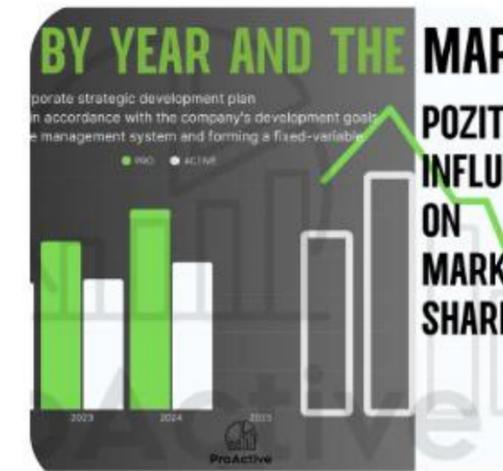
2. WHITEBOARD

Structure ideas and shape a clear plan. Turn the concept into a feasible, measurable, and sustainable model ready for execution.



3. ACTION / IMPLEMENTATION

Put the plan into motion. Take concrete steps, introduce processes, and apply practices that deliver measurable results.



4. WIN-WIN

Build solutions that create value for all involved. Focus on collaboration, long-term outcomes, and sustainable models that connect and inspire.

CALL TO ACTION!

LET'S CONNECT

EVERY SUCCESSFUL COLLABORATION BEGINS WITH A SINGLE CONVERSATION

Reach out — together, we can spark the changes that lead to growth

WORKDAY

My workday doesn't have one fixed form — but it does have a rhythm: proactive, dynamic, and always in motion.

These photos show what I truly do, exactly how I do it — no filters, no pauses, and definitely no checking what time zone I'm in.



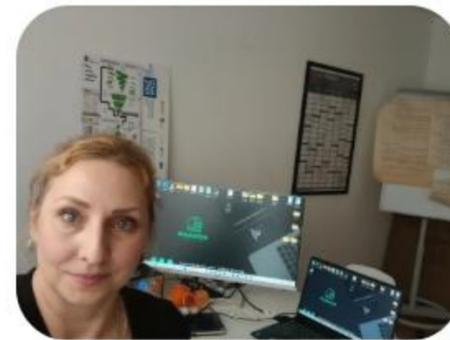
TRAINING

leading, explaining, motivating...
and watching people grow right in front of me



WORKING WITH THE CLIENT

being where the real work happens,
listening to needs and creating solutions in real time



IN THE OFFICE

my strategic ground: focus, analysis,
and plans that later turn into action



TRAVELING / TIME ZONES

working wherever I land, because
proactivity doesn't ask what time it is...

PROFESSIONAL PORTFOLIOS

WHAT MAKES ME UNIQUE

A passion for development and a commitment to elevating business performance have shaped my professional vision. Driven by the desire to improve business processes, strengthen team performance, and bring clarity into organizational structures, **ProActiv was created** — my personal approach that connects strategy, people, and proven best practices.

As a **business integrator**, I bring structure, clarity, and practical solutions to organizations. I apply effective methods, introduce efficient systems, and create an environment where teams can grow and companies can advance.

I build successful business stories -the kind that deliver results, inspire change, and last



UNLOCK YOUR BUSINESS POTENTIAL TODAY

Contact me for expert sales and business development insights.