

Marko Savić MA, MBA
Managing Director

Curriculum Vitae

Ljubljana, Januar 2011

Marko Savić MA, MBA

“I believe in people, in relationships between people. That’s why I always say our business comes down to the people in it. At Vizuarina, I guarantee you constant and direct contact with my colleagues who are focused on developing your design strategies.”

A design manager. That’s probably how I see myself. Modesty-aside, I’d say I’m a leader too – and a leader with a fair amount of leadership experience already under his belt.

My first experience in management was when I ran the men’s volleyball team at the club in Ljutomer. I was very demanding during training and if I needed to be, also very loud! I really enjoyed leading the matches. And I’m still proud that I managed to keep the rejuvenated Ljutomer team in Division B of the Slovenian national league in the 1998/1999 season.

My second significant leadership experience was when I worked in project management at the Slovene Institute of Sport. This time, I was more involved in managing the business than the people. I am still grateful to the then director of the Institute, Ms. Marjeta Kovač, who believed in me and some other fresh graduates from the Faculty of Sports and offered us jobs. One of my biggest tasks was to manage the advertising campaign for the ‘Month of Recreation’ that we later renamed ‘Recreation 2000 – We live healthy for fun’. I had the chance to work with several external partners on the project. And for the first time, I found myself in the shoes of a client, when I had to run public tenders on behalf of Slovenia’s Ministry of Education and Sport.

I remember my move into the private sector very clearly. It was in October 2001 when I started working for the outdoor advertising company Tam-tam. Taking care of clients was the first rule for companies competing in that market – an invaluable lesson for me. And my proudest achievement, which came out of my own idea, was setting up a whole new organisational structure within the company. I was lucky the company’s director trusted me to go for it. We consolidated ‘marketing and sales’ and optimised ‘business and administration’. I also helped change Tam-tam’s entire price policy in the middle of the year, a brave decision, but it was something we managed to communicate well to clients and they accepted it. Importantly, it also increased the company’s profits. Tam-tam’s website and their intranet, designed for managing media plans at various advertising locations, were also projects that came about under my direction. And I’m still not ashamed of them today.

Having the courage to implement those changes in organisation structure and price policy, I think was a direct consequence of my one-year international MBA at the ICPE & Faculty of Economics (EF) in Ljubljana. It was a very interesting and challenging year, in which I combined my work and studies, and it really enriched my theoretical view of economics. I still have one task to complete though, namely, my thesis! I have started it, it's called 'Strategic Corporate Design Strategy and Branding in Corporations: the role of Design Management in developing the Corporate Identity'.

But then along came Vizuarna, a good excuse for putting my thesis on hold in my opinion. I helped set up the company in May 2006. I never would have imagined I'd find myself so at ease in the design business. But in a relatively short space of time, I've worked on a huge variety of projects. I am probably most attracted by corporate identity work. With my colleagues, we have successfully developed several company brand architectures. I also enjoy annual reports, which according to my colleagues, I can sometimes get a bit too involved in, when I move out of the strictly design remit and start making suggestions about structure and content. It's all part of doing a good job in my opinion, so I hope my clients don't mind my meddling! As for Vizuarna, my biggest challenge is going to be to keep building a team that will allow us to survive and thrive in our market.

I like spending my free time doing sport, whenever possible. My favourite is volleyball, beach-volley in the summer. I'd love to play more tennis but I usually end up keeping fit at the gym. Books are another big passion. And yes, I need a cup of tea at least twice a day. I'm not bad at making it either, so if you'd like to join me for a cuppa, next time you're in the office, you'd be more than welcome.

Connect with Marko at:

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+ LinkedIn: <http://www.linkedin.com/in/markosavic>

+ Facebook: <http://www.facebook.com/maki.savic>

+ Twitter: http://www.twitter.com/marko_savic_

Education

Title:	Master of Business Administration in General Management*
University, faculty:	University of Ljubljana, Economic Faculty & ICPE
Study years:	2004 /2005
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Title:	Master of Arts, media studies
Faculty:	Institutum Studiorum Humanitatis, Ljubljana Graduate School of Humanities
Study years:	1998 – 2004
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Title:	Professor of physical education
University, faculty:	University of Ljubljana, Faculty of sports
Study years:	1992 – 1998

Professional profile

- + Dynamic, goal-driven MBA-educated professional, with more than ten years of experience in marketing communications and design strategies in extremely competitive environment of design and advertising.
- + Specialist for design strategy consultancy, design management consultancy and content management of corporate annual reports.
- + Skilled marketer who has created and executed high impact, in B2B market.
- + Exceptional problem-solver and decision maker with diverse experience in marketing communications, HR management, strategic management, information systems and all aspects of office operation.
- + Experienced manager who has directed and managed up to 18 professionals, technical, and support staff, as well as operating budgets up to 500,000 €.
- + Computer-proficient performer with expertise in Excel, Word, Power Point, Mail, Internet (html, http, ftp), Adobe Creative Suite.

Key competencies gained through experience and international MBA programme

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|-----------------------|---|--------------------|
| + Service development | + Organizational /team design and development | + Sales support |
| + Project management | + Key client service | + Event management |
| + Strategic planning | + Negotiation, Persuasion, and Communication | + Public Relations |
| + HR management | | + Public Speaking |
| + Decision Making | | |

Professional experience

Managing Director: Vizuarna. The design consultancy for interactive annual reports.

Grablovičeva ulica 1, SI-1000 Ljubljana. Maj 2006. Sector: private.

Deputy manager: Tam-tam. Outdoor advertising. Verovškova ulica 55b, SI-1000 Ljubljana.

2001 - 2006. Sector: private.

- + Designed and executed strategic marketing and promotional plan that resulted in sales breakthrough in 2002 from 260,000 € to 420,000 € of annual revenue when appointed as the only marketer of the company.
- + Moving the company profile towards national advertisers, creating new teams of marketers for attracting/executing the ad/poster campaigns.
- + Design and implementation of the new services including the web based applications for modelling the poster campaigns.
- + Communicating the key clients, among them some of the major advertiser in the telecommunications and mobile phones, cosmetics, and automobile industry.
- + Media planning and public relations. Editor to the company's web pages.
- + Awarded first time to the position of Marketing manager and in 2003 to Deputy manager.

Project Manager: Slovenian Sports Office. Celovška c. 25, SI-1000 Ljubljana, 2001 to

Dec. 2001. Sector: public.

- + Author of the Web portal <http://www.rekreacija.tv>.
- + Directed Web portal design/development <http://www.rekreacija.tv> from concept through testing to launch.
- + Managed teams of experts and journalists to operate the portal www.rekreacija.tv.

Desk Officer: Slovenian Sports Office. Celovška cesta 25, SI-1000 Ljubljana, 2000 to

2001. Sector: public.

- + Managed two public tenders to choose the printing and advertising services for the project Recreation 2000.
- + Negotiated the major sponsors of the project, including the major Slovenian bank, leading cosmetic distributor and internationally recognized water brand.
- + Supervised the production of the brochure "Sports Recreation 2000", distribution of the brochure to all Slovenian households (650.000).
- + Directed outsourced advertising agency in design, TV and radio production. Public relations strategy with implementation based on regional press conferences and network of local radio stations.

Professor of Physical Education: High school of photography and design. Gosposka ulica

18, SI-Ljubljana, 1999 to 2000. Sector: educational.

Head Coach: Volleyball Club Ljutomer. Cesta 1. slovenskega tabora 1, SI-0240 Ljutomer,

1998 to 1999. Sector: civil society.

References

Client: Ljubljanske mlekarne
 Agency: Vizuarne
 Employer: Vizuarne
 Description: Interactive annual report 2010 (<http://lp2010.l-m.si/>) 2009 (<http://lp2009.l-m.si/>) and 2008 (<http://lp2008.l-m.si/>)
 Business development, project management, content management.
 Years: 2009, 2010



Client: GlaxoSmithKline Ljubljana
 Agency: Vizuarne
 Employer: Vizuarne
 Description: Corporate Slovene web site. Business development, project management, www.gsk.si
 Years: 2008, 2009



Client: Ljubljanske mlekarne
 Agency: Vizuarne
 Employer: Vizuarne
 Description: Annual report 2007. Business development, project management, content management.
 Year: 2008



Client: Ljubljanske mlekarne
 Agency: Vizuarne
 Employer: Vizuarne
 Description: Intranet portal Ljubljanske mlekarne. Business development, information architecture, content concept.
 Year: 2008



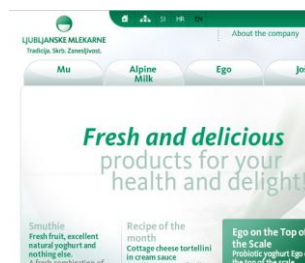
Client: Chamber of Craft and Small Business of Slovenia
 Agency: Vizuarne
 Employer: Vizuarne
 Description: Brand architecture development for commercial sector of the Chamber



Year: 2008
 Client: Simobil
 Agency: Vizuarna
 Employer: Vizuarna
 Description: Business development, project management of the sales kiosk for the Simobil/M mobil.
 Operating budget 200.000 €.
 Year: 2007



Client: Ljubljanske mlekarne
 Agency: Vizuarna
 Employer: Vizuarna
 Description: Business development and project management of the corporate and brand web sites, www.l-m.si
 Years: 2007-2010



Client: Tam-tam
 Agency: Inovativ
 Employer: Tam-tam
 Description: Content management and project management of the web site and intranet media planning
 Years: 2003-2004



system for

Clients: Gymnastics Association of Slovenia, Faculty of Sports, Slovenian Sports Office
 Agency: Inovativ
 Employer: Slovenian Sports Office
 Description: Technical editor of the publication "C program gimnastike: Priročnik za vaditelje, trenerje in študente Fakultete za šport", Ljubljana, 2001.
 Year: 2002



Client: Slovenian Sports Office
 Agency: Inovativ
 Employer: Slovenian Sports Office
 Description: Technical editor of the publications "Bazenska kopališča v Sloveniji" and "Učenje plavanja v Sloveniji 1994-2000".
 Year: 2002



Client: Slovenian Sports Office
 Agency: Faktor
 Employer: Slovenian Sports Office
 Description: Project management of the project Recreation 2000 – We live healthy for fun. Publishing of the catalogue to national distribution to all Slovenian households, advertising campaign (TV, local radio and press), web pages, public relations, operating budget 220.000 €...
 Year: 2000



Personal skills and competences

Mother tongue: Slovene

Other languages:

English**
German
Croatian/Serbian

	Listening	Reading	Speaking	Writing
English**	Excellent	Excellent	Very good	Very good
German	Excellent	Excellent	Very good	Very good
Croatian/Serbian	Excellent	Excellent	Very good	Very good

** IELTS certificate, overall band 7.0.

Professional membership: Marketing Society of Slovenia
 Designers Society of Slovenia

Leisure: Volleyball, beach volley, fitness, tennis.
 Books, movies, concerts.