



Davor Daraboš

Experienced General Manager with excellent communication skills gained through my long-standing experience in all major fields of Sales, Marketing, Customer service, Distribution and Brand Management. Wide network in business and public sector in Adriatic Region and International markets. Knowledge and understanding International and Regional markets with ability to deal with multi-cultural and multi-stakeholders' issues.

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📍 Croatia

📅 10 May, 1965

WORK EXPERIENCE

Founder

Adriatic Trade d.o.o.

07/2019 - Present,

Business Consulting & Investments

General Manager

Atlantic Grupa d.d. - Foodland d.o.o.

10/2015 - 06/2019,

Responsibilities/Achievements

Beograd, Serbia

- Change the trend „from negative to positive"
- Define Strategy and Strategic development, control of all business activities
- Stabilize business activities & business result
- Increase turnover and profitability
- International markets expansion (DACH, Spain, UK,...)
- Manage optimal investment (CAPEX)
- Improve production flow and increase product quality
- Managing 170 (+150 seasonal) employees

Project Leader

Atlantic Grupa d.d. - Project Kosovo

03/2015 - 09/2015,

Responsibilities/Achievements

Pristina, Kosovo

- Find the best FMCG Distributor on Kosovo market
- Sign Distribution Contract with Distributor (long term, with bonus/malus scheme)
- Significantly improve turnover & profitability (206% - 2017/2015)

General Manager

Atlantic Grupa d.d. - Atlantic Trade d.o.o.

01/2013 - 03/2015,

Responsibilities/Achievements

Zagreb, Croatia

- Overall company business result responsibility, managing 680 employees
- Strategic development and control of all business activities
- Insure profitability and maximize return of capital to achieve targets
- Define strategy, budget, plan, politics and programs to improve business and relationship with KA, existing and new Principals, and Logistic operation in Region
- Improve distribution quality, increase profitability and sales results on Croatian market
- Restructuring Atlantic Trade, Zagreb-changing business trend of Atlantic Trade Zagreb
- Created and implemented "New commercial politics" – new Contracts AT ZG Retailers (AT ZG profitability increase from Retailer perspective)
- Employee satisfaction was increased - engagement ratio (from 1:1 on 5:1)

WORK EXPERIENCE

Member of the Board - Chief Operating Officer

Hrvatski Telekom Zagreb - HT Eronet BiH

01/2010 - 12/2012,

Sarajevo/Mostar, Bosnia and Herzegovina

Responsibilities/Achievements

- Revenues and cost management focused on the new revenue streams
- Business/Marketing strategy
- Reorganization of HT Mostar: Fixed, mobile, and corporate directorates were successfully merged into a single organizational unit
- Promotion of new Pre-Paid Brand ("haloo"): Revenues, the range and number of customers have increased; Market share HT Mostar has increased from 13% to 19%
- Management of staff/employees (400 people)

Member of the Board - Sales and Services

T-Mobile Croatia

2003 - 2010,

Zagreb, Croatia

Responsibilities/Achievements

- Responsible for revenues and new revenue streams development
- Merger of Sales and Customer Service units of fixed and mobile within T-HT group
- Own network was promoted and the new Sales Channels were implemented
- Reorganization of Customer Service department - increased customer satisfaction and Service level
- Management of staff/employees (690 employees)

Member of the Board - Sales and Marketing

Varteks JSC

10/2001 - 10/2003,

Varazdin, Croatia

Responsibilities/Achievements

- Development and management of all commercial activities within the company
- Responsibility for license management for Business Levi's Strauss in SEE
- Sales and Marketing strategy development
- Development of company products and brands and launching on the market
- Distribution and Sales of other brands for which the company has a franchise and provides production services in SEE (Boss, Bata, Calvin Klein, Morgan, Camel Active...)
- Management of companies within the group in other countries: Great Britain, Italy, Austria, Slovenia, Bosnia and Herzegovina, Serbia, Monte Negro and Macedonia
- Continuous development of new markets in Europe
- Sales channels management
- People Management (1200 employees)

General Manager

Varteks JSC - Levi's products Ltd.

01/1994 - 09/2001,

Varazdin, Croatia

Responsibilities/Achievements

- Managing business partnership with Levi Strauss Co. based on license agreement
- License agreement with LEVI STRAUSS was signed - The Levi Strauss "Environment Protection" rules and the construction of wastewater treatment plants were integral part of the agreement - NET Profit increased by 10%
- Marketing strategy and activities in SEE
- Production of Levi Strauss products for SEE market and export to Europe, USA and Japan - Revenues increased by 15%
- People Management (650 employees)

WORK EXPERIENCE

Sales and Marketing Director

Varteks JSC - Levi's products Ltd.

01/1992 - 12/1993,

Varazdin, Croatia

Responsibilities/Achievements

- Responsible for Total Sales results
- Marketing strategy development and implementation
- Market development
- Development of new Sales Channels
- Expanding and opening new stores in SEE market (Levi's stores)
- People Management (150 employees)

EDUCATION

Executive education program - From insights to innovation

University of Ljubljana, Faculty of Economics

2017-2017,

Ljubljana, Slovenia

Executive education program - Managing the process risks and opportunities

University of Ljubljana, Faculty of Economics

2016-2016,

Ljubljana, Slovenia

Changing our leadership selves

IEDC - Bled School of Management

2014-2014,

Bled, Slovenia

Strategic change Management

Harvard Business School, Executive Education

2014-2014,

London, UK

Leadership to make difference

IEDC - Bled School of Management

2013-2013,

Bled, Slovenia

Centre for Management Development (GB), General Manager Program

London Business School

2008 - 2008,

London, UK

Corporate Governance Program for Members of the Board

University of Zagreb, Faculty of Economics

2008 - 2008,

Zagreb, Croatia

Bachelor's degree - Organization & IT

University of Zagreb, Faculty of Economics

1984-1987,

Zagreb, Croatia

LANGUAGES

English	Ex-Yu languages	Croatian	German
Full Professional Proficiency	Native or Bilingual Proficiency	Native or Bilingual Proficiency	Limited Working Proficiency

SKILLS

Business Strategy

Project planning

Leadership

Negotiation

People Management

Ex-Yu Markets