

# CURRICULUM VITAE

## PERSONAL INFORMATION

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## PROFESSIONAL EXPERIENCE

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*11/2021 -*

**Adriatic Trade d.o.o. Varaždin (business consulting)**

**Business consultant**

- Supporting clients in strategic and operational challenges

*07/2019 – 10/2021*

**PK Palfinger kran d.o.o. Rijeka (custom truck body builder, 150 employees)**

**Business development and HR director**

- supporting the company strategic transformation in the following segments
  - o strengthening of overall management systems and process optimization (Production Department: introduction of production norms, IT-supported planning, production workers compensation system; R&D Department: R&D engineer compensation system, introduction of PLM platform, R&D management dash board; Procurement department: procurement categorization, automation of operational processes, internal education; ERP system: optimizing the ERP with reporting mechanisms and ERP supplier coordination procedures)
  - o strengthening the human resources management procedures and organizational culture: onboarding system, key managers/specialists identification and development, organizational climate analysis, introducing mechanisms for promoting key company values, strengthening the growth of teamwork

*05/2005 - 07/2019*

**Varteks d.d. Varaždin, Croatia (apparel production & retail/wholesale, 1.100 employees)**

**Strategic projects and business development director**

- leading major projects (main areas of activities/projects: sales&marketing development, corporate restructuring, strategic management support, performance management, business process improvement). Acting as an integration mechanism for diverse business segments and activities.
  - o relevant projects: production productivity tracking and incentive systems, energy efficiency optimization, setting up a new company for a new market niche, ISO 9001 implementation, operations management streamlining, brand and shop concept strategy, introducing a new service to the market: made to measure products, introducing a new product to the market: ballistic vests, operational and financial reorganization and restructuring, activity analysis for employee downsizing and restructuring, managerial incentives system, new ERP IT system definition and acquisition, Strategy of the textile and clothing sector in Croatia (in collaboration with the Ministry of economy)...
- coordinating/liaison with consultants, ministries, Croatian employers association, Croatian chamber of commerce, Euratex etc. on projects including business collaboration, industrial policies, economy related legal framework

*09/2013 – 07/2019*

**Varteks d.d. Varaždin, Croatia**

**Director of technical support and logistics (secondary position, parallel with Strategic projects director position)**

- managing the Technical support and logistics sector, counting 95 employees and consisting of: Energy&maintenance management department, IT department, Logistic/warehouse department
- responsible for: energy purchase contracting (gas, electricity), energy operations&management, IT strategy/operations/purchase, logistic processes and operations, maintenance operations

*05/2004 – 04/2005*

**Varteks d.d. Varaždin, Croatia**

**Brand director**

- managing all company owned brands (strategy and development coordination, guidelines and control of marketing plans, business & sales plans and execution in retail and wholesale) on domestic and export markets through managing the business units: Classic and casual brand managements division, Product development division, Export division, coordinating with the Retail division

*06/2003 – 04/2004*

**Varteks d.d. Varaždin, Croatia**

**Brand manager**

- managing all menswear brands (brand development, product and price policies, distribution and A&P policies, sales managements, suppliers management)

*07/2000 – 05/2003*

**Varteks d.d. Varaždin, Croatia**

**Area manager, Production service sales division**

- definition and execution of sales plans, recruiting and managing agents network, customer relationship development
- in charge of markets: Italy, Spain, Scandinavian countries
- at the same time board member of Vartimpeks italia (Varteks' Italian subsidiary), 2001-2003

*03/1999 – 06/2000*

**Varteks d.d. Varaždin, Croatia**

**Area manager, Fabric sales division**

- definition and execution of sales plans, recruiting and managing agents network, customer relationship development
- in charge of markets: Italy, Spain, Portugal, France

## **EDUCATION AND TRAINING**

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- *2000–2019*: in house trainings: communication skills, teamwork and team management, leadership, presentation skills, negotiation skills, change management, definition of profitable strategies, marketing models and brand management
- *1998*: Faculty of Organization and Informatics Varaždin

## **PERSONAL SKILLS AND COMPETENCES**

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### **Other languages**

English: experienced user; Italian: experienced user; German: basic user

### **Key experiences and value offered:**

- executive management (member of the executive team within large and SME companies)
- project and team management (key activity within the Strategic projects director function)
- sales management (leading Brand management departments)
- financial planning and budgeting (responsible for revenues and costs during the brand management experience and through controlling projects on corporate level)
- communication and teamwork adjustments (due to collaborating with different units within a large corporation and various external partners/ institutions)
- restructuring activities including organizational downsizing
- technical processes management (leading Technical support)