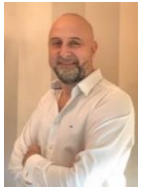


# Zlatko Aleksić

## COO / CFO



Highly effective executive with 20+ years of experience in operations within international multi-million € companies, and start-ups, in diverse industries including construction, real estate, retail/wholesale, and manufacturing, supported by strength in finance, trade, marketing, HR, IT, and procurement. Capable of blending big-picture viewpoints with daily operations to facilitate successful decision-making. Eager to enhance operational and financial efficiency. At Keen Holdings, achieved a 9% profit increase while at Al Grosso, actively contributed annual turnover from 2M€ to 7M€.

### Skills

- Operations Management
- Financial & Accounting Management
- Controllershship & Decision Making
- Growth Strategy Development
- Business Planning & Analysis
- Performance Measurement
- Operational Efficiencies
- Financial Analysis & Reporting
- Resource Management

### Education & Training

- B.Sc. Econ. Faculty of Economics and Business, Belgrade University
- Training: Culture and Philosophy for Success
- Training: Road to Success

### Certificates

- Certificate of Financial Analysis
- Certificate for an Independent Accountant
- Institute for Foreign Languages, Belgrade Certificate in Advanced English

### Additional Knowledge

- MS Office, Asana, Slack, Google Sheets, Zapier, Make, Airtable, Podio
- Driver license (B Category)

### Work experience

#### **Keen Holdings, Wimborne** (*Construction Industry & Real Estate*)

##### **COO: Consultant** (02/2021 – Present)

- Managing and monitoring operations for Specialist Ceramics Ltd, London, a subcontractor specializing in ceramic and natural stone wall and floor tiling, and soft floor tiling, within the commercial construction industry (handling tenders and overseeing live projects).
- Contributed to a 9% increase in profit rate at Specialist Ceramics Ltd, London.
- Implemented IMS ISO 9001 (Integrated Management System) and ISO 14001 (Environmental Management System) at Specialist Ceramics Ltd, London.
- Managing and monitoring operations at Caspian Property Group Ltd, Wimborne, which involved:
  - Advising investors on property investment processes
  - Managing investments in serviced accommodation properties
  - Overseeing the management of serviced accommodation properties
  - Managing short-term rentals effectively.

#### **Fashion Union, Belgrade** (*Apparel Production & Fashion*)

##### **Web-ing, Belgrade** (*IT & Services*)

##### **Group CFO** (02/2019 – 02/2021)

- Managed and monitored finance, accounting, and sales operations.
- Clarified business processes for the IT sector to actively contribute to the development of a new innovative e-commerce store model that offers customers lower prices and simultaneously makes sellers earn more.
- Developed sales and established key departments in a start-up apparel production company, resulting in growth to over 60 employees, and the development of a robust management infrastructure capable of further expansion
- Designed a comprehensive business monitoring system that resulted in a 12% cost reduction.

#### **Al Mattina, Belgrade** (*Tourist & Leisure*)

##### **COO & Owner** (10/2017 – 02/2019)

- Managed a family business specializing in short-term rental management, overseeing a portfolio of apartments. Managed bookings through OTA channel manager across various channels (direct bookings, Website booking engine, Airbnb, Booking.com, Expedia, Google, etc.), designing its operations and automation with a special focus on hospitality and guest satisfaction.
- Developed the procedures and processes, performance metrics and KPIs for each step in the guest accommodation, which are interconnected and used (through Google Sheets, Airtable, and Asana) for a daily, weekly and monthly reporting system, and team meetings, allowing monitoring and overseeing operational efficiency.
- Designed and implemented guest-friendly Self-check-in and House Manual instructions, as well as an automatic Guest Stay Information Form and Guest Portal.

**AI Grosso, Belgrade** (*Importer, Agent, Distributor, FMCG, Logistics*)  
(*Pez, Chupa-Chups, Mentos, Fisherman's Friend, Storck Merci/Toffifee, Lindt*)  
**COO & CFO** (08/2004 – 10/2018)

- Managed and monitored operations, finances, HR, IT, and procurement.
- Played a key role in increasing annual turnover from 2M€ to 7M€.
- Initiated a strategic business decision to establish a Traditional Trade line in Sales to counter the penetration of large retail distributors. This led to increased sales, an expanded sales force, and an extension of internal transport distribution, resulting in a 39% increase in gross profit.
- Recognized and implemented a strategy that enabled building stronger relationships with smaller, traditional retailers through customized product offers of Pez, Chupa-Chups, and Mentos, specially packaged for the needs of smaller stores, while increasing impulse buying at the checkout counters.
- Anticipated potential logistical issues and expanded the internal transport sector by purchasing a new van fleet and hiring new drivers.
- Managed redesigning a Daily Delivery Schedule by adjusting routes, delivery times, quantities of goods, and specific destinations.

**Samson International, Belgrade** (*Marketing & Advertising*)  
**Client Director & Producer** (01/2001 – 08/2004)

- Managed and scaled campaigns, projects, client servicing, and contacts.

**Cobex, Belgrade** (*Export & Import*)  
**Export-Import Manager** (01/1996 – 01/2001)

- Exported confectionery products ("Eurocream", waffle biscuits...) and sparkling water, imported raw materials (cocoa powder, cocoa butter...)