



## Ismar Borčak

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### ABOUT ME

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For the past 10 years, I've been working in various managers roles such as Brand expert, Product & Project Manager, Sales Manager, Marketing Brand Director, and Chief Executive Officer/CEO. My work experience is related to the Textile, FMCG, and IT industries.

Through years of work, I have built excellent skills and knowledge in the segment of:

- Business development and management consulting;
- Project Management;
- Brand & Product strategy and analysis;
- Planning and Sales;
- Marketing and digital marketing;
- Data Analysis;

Who is Ismar Borčak?

I could describe myself as an honest, bright, and positive person with expressed interpersonal skills. I'm a result-driven kind of person with expressed teamwork spirit. My strengths include my ability to learn things very quickly, and I am a people person which means that I will always be a positive role model.

As a highly motivated individual, I have a strong interest in informational technology, business development, innovations, marketing, project, and product management.

### WORK EXPERIENCE

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#### **Business consultant**

**Emerging Markets Consultants (EMC d.o.o. Sarajevo)** [ 01/03/2022 – Current ]

**City:** Sarajevo

**Country:** Bosnia and Herzegovina

- Organizing and executing assigned business projects on behalf of clients according to client's requirements
- Meeting with assigned clients when needed and performing an initial assessment of a problematic situation
- Collecting information about the client's business through a variety of methods (shadowing, interviews, surveys, reading reports, etc.)

## Chief executive officer / CEO

**Emerging Markets Consultants (EMC d.o.o. Sarajevo)** [ 01/09/2021 – 28/02/2022 ]

City: Sarajevo

Country: Bosnia and Herzegovina

Name of unit or department: IT - Business or sector: Information and communication

- Customer success management, evaluating and analyzing customer needs to ensure that we offer the best quality of service,
- Drive customer retention and increase the share of wallet with existing clients
- Encourages Customers to Upgrade their Products
- Business application, Information security, and Application development consulting,
- Experience in consulting and developing SaaS (CRM, Microsoft Dynamics Navision Business Central, HRM, DMS, MS Office 365)
- Plan, develop, implement and direct the organization's operational function and performance,
- Mentor and interact with members of staff at all levels to foster growth and encourage development among the senior executive team and all members of staff,
- Project and Product management,
- Creating a Business product development strategy,
- Contracting, Hiring, and Recruiting,
- Planning, developing, and implementing marketing strategy in online and offline channels,
- Conducting market research to identify trends and target customers' preferences,
- Developing KPIs and OKRs on a company level,

## Product | Project | Brand and Marketing Manager

**AC Food / AS Holding** [ 01/08/2019 – 15/08/2021 ]

City: Sarajevo

Country: Bosnia and Herzegovina

- Development of new products in cooperation with the technologist in the production department,
- Define the product strategy and roadmap,
- Research and design for MVP,
- Develop the core positioning and messaging for the product,
- Set pricing to meet revenue and profitability goals,
- Act as project manager, (leading teams with 40+ employees), and coordinate with the team of UI/UX designers, developers to meet clients' needs,
- Develop sales tools and collateral,
- Planning and managing marketing budgets (5+ Million) according to the development strategy,
- Planning and executing strategic and trade marketing activities,
- Experience in developing SaaS and Web responsive product pages,

## Purchasing Manager

**Alma Ras d.o.o.** [ 01/03/2019 – 01/08/2019 ]

Address: Sarajevo (Bosnia and Herzegovina)

City: Sarajevo

Country: Bosnia and Herzegovina

- Conduct research to ascertain the best products and suppliers in terms of best value, delivery schedules, and quality
- Negotiate and agree to contracts, monitoring the quality of service provided
- Develop business strategies to make sure that cost savings and supplier performance targets are met - or exceeded, and give presentations about market analysis and possible growth
- Tracking and reporting key functional metrics to reduce expenses and improve the effectiveness,
- Assess, manage and mitigate risks,
- Develop KPIs and OKRs

## Franchise manager

**Alma Ras d.o.o.** [ 01/10/2016 – 01/03/2019 ]

Address: Sarajevo (Bosnia and Herzegovina)

City: Sarajevo

Country: Bosnia and Herzegovina

- Organizing and planning the franchising department of the organization and being responsible for new franchise openings which include all operational processes needed,
- Offering support to franchisees which also includes training and information on business policies and procedures,
- Analysis and market research of competition and representing results to franchisees and organization CEO in order to increase the sale,
- Developing business strategy, marketing, and sales plan,
- Project management, leading teams with 30+ employees,

## Project | Product and Brand Manager

**Alma Ras d.o.o.** [ 21/07/2015 – 01/10/2016 ]

Address: Sarajevo (Bosnia and Herzegovina)

City: Sarajevo

Country: Bosnia and Herzegovina

- Creating a Business product and brand development strategy,
- Developing Sales and Marketing plans,
- Conducting market research to identify trends and target customers' preferences,
- User profiling and CRM,
- Developing brand awareness strategies, to ensure a strong brand presence in online and offline channels,
- Research competition for MVP,
- Project management (Leading a team of 60+ employees),
- Setting the KPIs and OKRs,
- Developing SaaS and Webshop with Developers and UI/UX team,
- Conduct educations and sales training,

## EDUCATION AND TRAINING

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### Digital Marketing Academy by Lilium

**Lilium Digital Academy** [ 24/01/2021 – 24/03/2021 ]

Address: 71000 Sarajevo (Bosnia and Herzegovina)

<https://lilium.ba/>

### Sales Techniques

**Adizes School of Management** [ 2017 – 2019 ]

Address: Sarajevo (Bosnia and Herzegovina)

### Brand management & Retail marketing / Fashion marketing / Visual Merchandising

**Soft Consulting** [ 11/10/2017 – 20/10/2017 ]

Address: Sarajevo (Bosnia and Herzegovina)

### Customer Relationship Management CRM

**Foregin trade chamber of Bosnia and Herzegovina** [ 27/06/2016 – 30/06/2016 ]

Address: Sarajevo (Bosnia and Herzegovina)

## Advanced Course of Excel

**CPE d.o.o.** [ 01/05/2016 – 30/08/2016 ]

Address: Sarajevo (Bosnia and Herzegovina)

## Bachelor & Masters Degree of Politology - International relations and diplomacy

**Faculty of Political Science** [ 01/09/2009 – 20/09/2015 ]

Address: Sarajevo (Bosnia and Herzegovina)

### LANGUAGE SKILLS

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Mother tongue(s): **Bosnian**

Other language(s):

#### English

**LISTENING C1 READING C1 WRITING C1**

**SPOKEN PRODUCTION C1 SPOKEN INTERACTION C1**

#### German

**LISTENING A2 READING A2 WRITING A2**

**SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2**

### DIGITAL SKILLS

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Microsoft Office / Social Media / Microsoft Dynamics Navision / Power Business Intelligence(Power BI) / TABLEAU / Pantheon / POS Systems / Facebook & Google Re marketing / Google alati (Google AdWords, Google Analytics, Google Business) / Social Media Management (Facebook, Twitter, LinkedIn, YouTube, Instagram) / E-commerce / Copywriting & Blogging / E-mail Marketing / Google: (Google Business, Google ADS & Google Analytics) / Agile (Scrum & Kanban) / Product management / Research and Analytical skills / Jira, Confluence, Trello / Project Decelopment & Project Management / Cybersecurity Framework / Cyber Threat Intelligence / Marketing and Communications / Digital Skills: Digital Marketing / PHC - ERP/CRM software

### ORGANISATIONAL SKILLS

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#### Organisational and soft skills

- Time Management
- Project | Product and Brand Management
- Excellent ability to lead and manage
- Strong leadership ability
- **Strategic mindset**
- Risk Management
- Negotiation
- Business strategy
- Excellent communication skills gained through working and leading teams with more than 60 employees and deal-making with franchisees
- Presentation skills gained through presenting various reports and analyses to upper management,
- Decision making and conflict resolving
- Coordinating and executing events and paying attention to details
- Problem-solving & Teamwork and team leadership