



***First name and family name:***

**PERSONAL DATA:**

*Boris GERJOVIČ*

***Date and place of birth:***

*02.01.1963 in Maribor, Slovenia*

***Highest level in education:***

*MBA Masters degree in the field of international management*

***Memberships in professional bodies and organisations:***

*MBA Club Maribor*

***Mother language:***

*Slovenian*

***Knowledge of foreign languages:***

*Croatian and Serbian – like a mother language, German and English - perfect, Italian – good, French and Spanish just for basic understanding*

***Computer skills:***

*Word, Excel, SPSS, Power point, Ghost*

***Home address:***

*Maribor, Slovenia*

***Citizenship:***

*Slovenia, EU*

***Telephone:***

*++ 386 40 212 269*

***E – MAIL:***

*[boris.gerjovic@gmail.com](mailto:boris.gerjovic@gmail.com)*

***Driving license:***

*B*

***Civil status:***

*engaged*

***Personal characteristics:***

*selfconfident, ambitious, loyal to the company and clients, respects business secrets, fast, accurate, persistent to the long term strategy, with feeling for teamwork.*

**EXPERIENCES IN BUSINESS: (most important, since 1994 within own company)**

*Trading with gold and currencies*

*February 2013 - November 2013, conducting workshops for entrepreneurs (Fininvest Maribor).*

*July 2011- march 2012, marketing consultant in INTERNATIONAL GOLF CUP FOR MANAGERS , [www.imcgolf.eu](http://www.imcgolf.eu)*

*February 2011 - July 2011, marketing consultant in Ludujemo Entertainment, Cincinnati Ohio (USA) – strategy to penetrate the markets of former Yugoslavia.*

*July 2009, conducting education for commercialists in the company AJM windows & doors.*

*March 2008-May 2009, external consultant in leading Slovene business newspaper Finance*

*January 2007 - December 2007, consulting for financial holding POM INVEST concerning investments in the Balkan area.*

*April 2006 – July 2006, TERME MARIBOR d.d, Mystery shopping for MRC Fontana, hotels Piramida and Habakuk.*

*February 2006 – April 2006, individual CRM educations for commercialists in Nova Kreditna Banka Maribor.*

*January 2006, individual CRM educations for commercialists in INTERLES Lenart.*

*September 2005, mystery shopping for corporate in 14 branches of SLOVENE POST BANK.*

*July 2005 - August 2005, individual CRM educations for 20 top managers in the company SVET ZAVAROVANJ (INSURANCE WORLD) which is the most powerful group in marketing insurance services for the company SLOVENICA ŽIVLJENJE (SLOVENICA LIFE – today KD LIFE) within financial holding KD GROUP.*

*May 2005 – June 2005, consultant to the general manager in financial holding company concerning privatisation process in the same company*

*January 2005, mystery shopping for corporate in all slovene branches of Nova Kreditna Banka Maribor.*

*November 2004 - February 2005, external consultant to the general manager in Slovene National Theatre in Maribor.*

*June 2004-July 2004, consultant to the general manager, supervision of most popular TV show called SUPERNOVA multitalents.*

*September 2003-April 2004, research study about energy markets in AUSTRIA, consulting and creation of penetration strategy into austrian market for PLINARNA (GAS WORKS) MARIBOR d.d.*

*June 2003, market research and consulting concerning implementation of new marketing information system in Plinarna(GAS WORKS) Maribor d.d.*

*May 2003, mystery shopping (Agreement about mystery shopping and education) in TERME MARIBOR (SPA and Tourism).*

*April 2003-May 2003,quality control of external services (mystery shopping) and individual education for 41 employees in PLINARNA (GAS WORKS) Maribor.*

*October 2002 - November 2002, research of internal relationships between the employees, research about the clients opinions concerning the strategic important issues, planning and taking actions in mystery shopping in whole Slovenia for RAIFFEISEN BANK d.d. (In cooperation with Mr. Otmar Lajh and the company RM Plus).*

*2001, CHAMBER OF COMMERCE in Maribor, organizer, conductor and lecturer on the seminary "How to export successfully?"*

*February 2000 – March 2000, creation of strategic plan and marketing actions targeting jet-set clients in favor of 5 star hotel HABAKUK (TERME MARIBOR d.d.)*

*May 1998-February 2001, 94 commercial presentations for Nova Kreditna Banka Maribor (internet banking) where Mr. Gerjovič has to cooperate with internet providers, internet designers, computer software producers and accounting services.*

*1998, External consultant for export marketing and promotion of banks at CHAMBER OF COMMERCE in Maribor.*

*April 1996-August 1999, consulting for the CHAMBER OF CRAFT in Maribor - considering problems of their members in their everyday business activities.*

*November 1994 - December 1997, representative of the german company Marketing Consulting Partners - considering SEM (south-east markets).*

*February 1994 - August 1994, PROBANKA management of investments funds, marketing in favour of investment funds, first steps into privatisation in Slovenia.*

*October 1993 – November 1993, general manager in ELRAD d.d. Gornja Radgona, crisis management, coordination with banks in struggle to survive on the european market of telecommunications.*

*February 1986 - September 1993, Chief of market research in TGA (today TALUM Kidričevo), various projects considering worldwide researches of alumina and aluminum markets.*

## **EDUCATION:**

1981-1983 – University in Maribor, Faculty for business and economics, first step graduation (title: economist) with the topic: "Economic reforms in Poland, opportunities for stabilization".

1983 - 1985 - University Maribor, Faculty for business and economics, graduation in the field of international marketing and industrial property

September and October 1989 - Management Akademie München, Seminary with the topic "Marketing in Germany"

1992 - Marketing Consulting Partners Königstein, one month TEMPUS program for specialization in marketing accomplished.

1991-1993 – University of Maribor, MBA Masters degree in the field of international management.

April 1997 – September 1997; Chamber of commerce in Maribor; within 6 months (PHARE program) seminary "Training the trainers" under the leadership of Danish consulting company RAMBOLL accomplished.

23.04.1998 - World Trade Center Wiena; Seminary "Leasing in and out of Slovenia".

09.07.2005 – Zagreb (Croatia) CRM conference under the leadership of world famous CRM expert dr. Paul Greenberg ,author from best seller "CRM at the speed of light"

17 November 2005 – Graz (Austria) guest on 5th anniversary of Slovene-Austrian chamber of commerce

29.05.2010, Trakošćan (Croatia);Entrepreneurs and Diplomats Weekend without borders; Lecturer with the topic: Intensive integration and revitalization of economic cooperation in the SEE region.

October 2010-July2011 – teaching and andragogical specialization in the Faculty of Education in Maribor.

June 2011- Ključ near Sanski most in Bosnia & Hercegovina, attendant in European program promoting gender equality.

Completion of the doctoral thesis entitled: Creating predictive models for the price of gold is expected in 2015.

Author of "MARKETING INTELLIGENCE", published in 2002, Author of "Mr. President, have you ever been in crisis?", published in 2011.

Author of various articles in the Slovene leading business newspaper FINANCE