CV - Aleksandar Popovski

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Personal Information

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| Father’s name | Trajko |
| Date of birth | 13-September-1974 |
| Place of birth | Skopje, Macedonia |
| Nationality | Macedonian |
| Marital status | Married |

Education

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| 2001 - 2006 | **Post Graduate Diploma, MBA**  University of Sheffield  Thessaloniki, Greece |
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| 1994 - 2001 | **B.A. Diploma in Law**  Faculty of Law – Skopje  University St. Cyril and Methodius – Skopje |
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| 1992 – 1993  1989 - 1992 | **High School Diploma**  Novato High School  Novato CA. 94945 U.S.A.  **National High School Boris Kidric**  Law class  Skopje, Macedonia |
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Employment history

Jan’16-Present **Managing Director** **M6 ONE Skopje, Major stake holder in M6, Tikves winery,**

**Goodye’s restaurants, real estate etc.** Skopje, Macedonia

Jan’17-Nov ‘19 **General Manager of M6 eden SRB-BIP Brewery, production and sales of bear in**

**Serbia**

June’15-Dec.’15 **Advisor to the CEO**

**Makedonski Telekom AD Skopje, T-Home Makedonija AD Skopje,**

Skopje, Macedonia

Apr.’13- June’15 **Chief Operating Officer Business**

**Makedonski Telekom AD Skopje, T-Home Makedonija AD Skopje,**

Skopje, Macedonia

*sector Business Area*

*Main role Definition and implementation of the strategy for Business Customers Segment as well as setting and delivering objectives that enable revenue and market share targets and other key business performance indicators. Responsible on revenues achievement and optimization of costs within Business Segment, through implementation of efficient Marketing and Sales Strategy, fulfillment of annual business plan with cost effective sales solutions, efficient sales processes and high sales force efficiency.*

Dec.’10-Mar.’13 **Executive Director for Business and VIP accounts**

**Makedonski Telekom AD Skopje, T-Home Makedonija AD Skopje,**

Skopje, Macedonia

*sector Sales*

*Main role Driving companies business sales into the competitive market environment. Establishing*

*sales processes and both, fix and mobile, joint sales force, ensuring business customers experience. Market penetration with B2B approach and ICT customized solutions for top customer segment. Responsibility on revenue, CAPEX and OPEX budget for business customers*

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| Apr. ‘08 – Nov.’10    *sector*  *Main role* | **Executive Sales Director**  **T-Mobile Makedonija AD Skopje,**  Skopje, Macedonia  *Sales*  *Managing direct and indirect sales, focusing on setting up solid customer base and growth with proactive offering of mobile business solutions. Setting up targets and introduction of KPI’s with attention on accurate and consistent planning and revenue assurance.* |
| Dec.’06 – Mar.‘08 | **National Trade Marketing Director**  **Karlovacka Pivara, Heineken**  Croatia |
| *sector* | *Sales and Marketing* |
| *Main role* | *Transfer of marketing strategy in sales, implementing “channel” strategy and “in outlet” strategy of activities. Growing business as main focus. Joint projects with agency on products activation and development strategy.* |
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| Nov.‘05 – Nov.‘06 | **Regional Sales Director**  **Coca Cola CCHBC**  Croatia |
| *sector* | *Sales* |
| *Main role* | *Fulfilling strategy for regional approach. Responsible on coordination of sales and distribution processes, analyzing variances and initiating corrective actions. On rout coaching, revenue and costs planning/realization.* |
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| Jan. ’05 – Oct ‘05 | **Commercial Director**  **Pivara Skopje, JSC Heineken & CCHBC Coca Cola Hellenic Bottling Company**  Skopje, Macedonia |
| *sector* | *Sales and Marketing* |
| *Main role* | *Market research and strategy planning on sales and market development and trends. Total quality and Revenue growth approach on company level. Introducing forecasting to ensure the sales and profitability of products, lines*. |
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| ‘01 – ‘05 | **Sales Manager**  **Pivara Skopje, JSC Heineken & CCHBC Coca Cola Hellenic Bottling Company**  Skopje, Macedonia |
| *sector* | *Sales* |
| *Main role* | *Establishing significant presence of the brand on the market, sustaining good partners’ relationship as well as widening the partners network. Implementing Tele Sell Project*. |
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| ‘00 – ‘01 | **Team Leader**  **Pivara Skopje, JSC Heineken & CCHBC Coca Cola Hellenic Bottling Company**  Skopje, Macedonia |
| *sector* | Sales |
| *Main role* | *Managing on Distribution with rout to market approach and MD coordinator.* |
| ‘97 – ‘00 | **Market Developer**  **Pivara Skopje, JSC Heineken & CCHBC Coca Cola Hellenic Bottling Company**  Skopje, Macedonia |
| *sector* | *Sales* |
| *Main role* | *POS activation and frequent visit/analyses on needs and development on partners. network.* |
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| *’96 – ‘97* | **Merchandiser**  **Pivara Skopje, JSC Heineken & CCHBC Coca Cola Hellenic Bottling Company**  Skopje, Macedonia |
| *sector* | *Sales* |
| *Main role* | *Introduction and implementation on merchandising standards in the company.* |
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Training programs and seminars/conferences

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| ‘12-‘13 | Top Management Team Building Trainings & Strategy Workshops |
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| 2011 | Brian Tracy Live - *Conference* |
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| 2010 | Best Practice in KAM - *Implementation* *Workshop* |
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| 2010 | The Role of the Sales Department in Your Company *- Training* |
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| 2006 | CBA business school, Management - *Certificate* |
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| 2006 | BTS-USA, Revenue Growth Management - *Training* |
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| 2004 | IMD Lausanne, Switzerland - *Management Development School Diploma* |
| 2003 | Coca Cola EXCEL program for development of potential high level managers - *Certificate* |
| 2002 | Heineken Amsterdam, Competitive advantage trough Innovation *- Training* |
| 2002 | Heineken World Class Performance Programme Star **-** *Certificate* |
| 2001 | Galilee College, SME development *- Training* |
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| 2001 | CIES Munich, *Management development program* |
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| 2011 | CCHBC Belfast, FME foundation in market excellence - *Training* |
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| 2000 | Motiva, Market development and Customer satisfaction - *Training* |
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| 1999 | Motiva, Business office administration - *Training* |
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| 1996 | Coca Cola AMATIL Switzerland Genève, MIT Marketing impact team - *Training* |
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| 1996 | Coca Cola AMATIL Romania Brasov, MIT Marketing impact team - *Training* |
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Language skills

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| Language | Understanding | | Speaking | | Writing |
| **Listening** | **Reading** | **Spoken interaction** | **Spoken production** |  |
| **English** | excellent | excellent | excellent | excellent | excellent |
| **Serbian** | excellent | excellent | excellent | excellent | excellent |
| **Croatian** | excellent | excellent | excellent | excellent | excellent |

Skills and competences

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| **Organizational skills** | People development oriented  Strategic way of thinking  Target oriented  Team oriented |
| **Personal**  **skills** | Out of box thinking  Good at establishing contacts  Demanding and focused  Likes challenges |
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| **Interests** | Sport and traveling |

*\* Certificates, diplomas, work-agreements and references are available upon request*