

Marko Lacković

| Address

| Phone

| EMail

www.markolackovic.com | Web

PERSONAL DATA

- Born in 1979. (Zagreb, Croatia)
- Nationality : Croatian

EDUCATION

- **MBA degree**,
Faculty of Economics and Business, Univ. of Zagreb
- **PhD degree** in Telecommunications,
Faculty of Electrical Engineering and Computing, Univ. of Zagreb
Over 30 scientific papers published (references available on request)
Principal's Award (University of Zagreb), Ericsson Award, "Josip Loncar" Best student award
- **Academy for political development**

EXPERIENCE

- (2010 – pres.) **Territory Sales Representative**
IBM, Zagreb, Croatia
Develop, through direct customer contact, an effective, ongoing business relationship with large business clients in banking segment. Identify opportunities, provide solutions to business needs and improve business and financial performance. Select and prioritize the high-growth and value revenue opportunities. Participate in or lead cross functional sales and marketing teams. Select territory distribution channels for solution delivery. Identify and utilize all marketing resources available to help meet territory objectives. Accountable for total customer satisfaction, market share, IBM revenue and profit.
- (2008 – 2010) **Sales Director**
Atento d.o.o., Zagreb, Croatia
Organize and coordinate sales activities and sales pipelines; control sales results; participate as a project leader/sponsor in the designated projects to assure project success and delivery; perform market analysis and business planning of the new products and services; create new product architecture; sponsor and coordinate new product development.
- (2006 – 2008) **Key Account Manager; Product Manager**
Huawei Tech. Investment Co., Ltd., Representative Office, Zagreb, Croatia
Responsible for all accounts in Croatia and Slovenia; seek out, identify, develop and close business opportunities; collect and analyze all marketing information, promote the full range of company solutions; identify key customer requirements and coordinate with Product Management and Engineering to ensure the smooth implementation of requirements; create co-operative business plans with customers and help to define new business models; create Sales Account plans which will identify, quantify, and recommend Sales action plans to address new business opportunities consistent with company strategy.
- (2005 – 2006) **Project Manager**
Ericsson Nikola Tesla R&D, Zagreb

Plan and execute a solution or product from idea to conclusion, and in cooperation with research team; perform advanced research and implementation activities; create, execute and control the project; distribute project tasks among project members.

□ (2002 – 2004) **Research Assistant**

EPFL – Swiss Federal Institute of Technology, Lausanne, Switzerland

Faculty of Electrical Engineering and Computing, Univ. of Zagreb

Coordinate laboratory activities in international projects, identify opportunities and make new project proposals and funding requests; conduct teaching activities; create and improve curriculum and educational process; supervise diploma students; perform scientific work towards MSc/PhD.

PROFESSIONAL ACTIVITIES

- (2010 – pres.) **General Secretary** – Young Executives Society (YES) Croatia
- (2009 – pres.) **Executive Board Member** (Industrial Relations) - IEEE Croatia Section
- (2007 – pres.) **Co-founder** – www.ebizmags.com

ACADEMIC ACTIVITIES

- (2007 – pres.) **Guest Lecturer & Assistant Professor** (2010 – pres.)- Faculty of Electrical Eng. and Computing, Univ. of Zagreb
- (2006 – pres.) **Guest Lecturer** - Faculty of Economics and Business, University of Zagreb
- (2008 – pres.) EU Framework 7 project “Building the Future Optical Network in Europe”
- (2005 – 2008) EU Action COST 291, "Towards Digital Optical Networks"
- (2004 – 2007) EU Framework 6 project e-Photon/ONE/ONE+
- (2004 – 2007) EU Action COST 285, "Modeling and Simulation Tools for Research in Emerging Multi-service Telecommunications"
- (2002 – 2003) EU Action COST 266, "Adv. Infrastructure for Photonic Networks"
- (2002 – 2003) Telecomm market liberalization in Croatia

HUMANITARIAN ACTIVITIES

- (2010 – pres.) **Co-founder** – odgoverno.com

INTERESTS

- Strategic technology and business planning
- Communication Technology | Systemic modeling and planning
- Project management | Business processes | Sales process
- Knowledge management | Management of innovations

SKILLS

- High level of self-motivation and energy, optimistic, “can do” attitude
- Strong leadership and team-work skills
- Analytical and creative thinking
- English fluency (CAE certificate), basic French and German