



# Damir Skenderović

Experienced professional with a strong background in Business Analysis, IT solutions, and Project Management. Specializing in digital transformation, I have implemented CRM, HRM, ERP, and Business Intelligence solutions across various industries. My collaborative approach and dedication to continuous growth enable me to innovate and tailor solutions to diverse business needs. I am eager to apply my skills in a new, challenging role

## SKILLS

- **Technical Skills:**
  - **Business IT Solutions Implementation:** Proficient in deploying CRM, ERP, HRM systems.
  - **Project Management:** Experienced in leading projects from initiation to completion, applying methodologies like SAP, Microsoft Dynamics.
  - **Business Process Optimization:** Skilled in analyzing, redesigning, and improving business workflows to enhance efficiency and productivity.
- **Leadership Skills:**
  - **Team Leading:** Proven ability to guide teams to success in various roles such as Head of IT and Head of Marketing.
  - **Sales & Marketing Management:** Skilled in planning and governing marketing activities, developing market positioning, and sales growth.
  - **Digital Transformation:** Extensive experience in aiding SMEs in their digital transformation, including process improvement initiatives.
- **Interpersonal Skills:**
  - **Business Correspondence:** Effective communicator with customers and stakeholders.
  - **End-user Training:** Experienced in providing training and support for implemented systems.
  - **Negotiation:** Skilled in negotiation with external stakeholders, key suppliers, and coordination between teams.

## CONTACT&INFO

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📍 Trg Djece Dobrinje, Sarajevo

## WORK EXPERIENCE



DeeOps

02/2025 - Current

### Project Manager

As a Project Manager at Deeops, I oversee project planning, execution, and delivery, ensuring alignment with business goals. My role involves coordinating teams, managing timelines and budgets, and facilitating collaboration between stakeholders. I also contribute to improving project management methodologies, risk assessment, and quality assurance.



ASA CENTRAL Osiguranje

10/2023 - 02/2025

### CRM Manager

My current role is in the **Digital Sales** Channel, where I support sales activities and marketing campaigns. Additionally, I am part of a project team implementing **CRM** solutions. I am also involved in establishing a **Call Center** and a **Lead Management System**.



Ustanova Familia

12/2020 - 10/2023

### Business Partner for IT

In my role as a Business partner for IT, I've successfully implemented solutions in various areas such as **Electronic Medical Record**, **CRM**, **Recruiting**, **HRM**, and **ERP**. My leadership skills were particularly demonstrated in spearheading the **digital transformation of Sales and Marketing processes**. Additionally, my collaborative approach has been instrumental in ensuring the successful delivery of business solutions.



digitalntransformacija.ba

01/2020 - Current

### Project Manager

I've assisted local SMEs in their digital transformation journey, implementing **CRM** and **Business Intelligence** solutions to streamline their business processes. In addition, I've cultivated strategic partnerships with organizations specializing in local **SME Digital Transformation**.



Sarajevska Pivara

01/2019 - 01/2020

### Head of IT Department

In my managerial role within the IT department, I've organized work processes and significantly improved the IT landscape. My expertise in **Business Process Design** has allowed me to analyze and design organizational business processes effectively. Furthermore, I've implemented several initiatives aimed at improving these business processes.

### Head of Marketing Department

07/2018 - 01/2019

As the Head of the Marketing Department, I've strategically planned and governed **marketing activities**, coordinating effectively with external stakeholders. My efforts have led to an improvement in the company's market position and I've been instrumental in launching new products.



Datalab BH

04/2018 - 07/2018

### Head of Unified Service Desk

In my role as the Head of Unified Service Desk, I've demonstrated effective team leadership by planning and scheduling **PANHEON** consultants to maximize department profitability. My skills in business correspondence have enabled me to engage in effective communication with customers. Additionally, I've managed the implementation of new **ERP solutions**.

## CERTIFICATIONS AND TRAININGS

- [Career Essentials in Business Analysis by Microsoft and LinkedIn](#)
- Project Management skills – PB 1.2 Clarity Course
- International University of Sarajevo – Project Management
- [Coursera Verified Certificates - Initiating and Planning Projects](#)
- AC Nielsen Spaceman Planogram & Merchandising Solutions advanced training
- SAP Knowledge Acceleration Courses - SAPKA1 and BOKA1
- Microsoft Virtual Academy – Introduction to Microsoft Dynamics NAV 2013 R2
- Microsoft Virtual Academy – Faster Insights to Data with Power BI
- Business Process Management Management, Web design with WordPress CMS (self-training)
- Salesforce Trailheads

## LANGUAGES

- English – Advanced; C1 - Full business effectiveness
- German – A1

## INTERESTS

Founder and editor of [pozorista.ba](#) site, travel, tech, business trends, web design, community engagement, bass guitar

## EDUCATION

Master of Economics and Marketing at Sarajevo University

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## WORK EXPERIENCE

 eKupi BiH 01/2018 - 04/2018  
**Category Manager**

As a Category Manager, I've managed **IT Equipment** categories, ensuring product availability and successfully meeting annual sales targets of **120,000 EUR**. My role also involved conducting key supplier negotiations to ensure stock availability and favorable purchasing terms.

 SO DIGITAL 12/2016 - 01/2018  
**Business Process Manager**

In my role as a Business Process Manager, I've been responsible for the implementation, project management, and consulting for **Salesforce CRM** and **DMS** systems, including conducting end-user training. I've also performed gap analysis, testing, application documentation, and customer interfacing.

 Bosnien Business System 04/2015 - 12/2016  
**Consultant for ERP implementation**

As a Consultant for **ERP implementation**, I've spearheaded the successful implementation of **Microsoft Dynamics NAV** solutions in KLAS, VIOLETA, ICMP, tailoring the system to meet unique business requirements. I've excelled in identifying, understanding, and documenting business requirements for client organizations. Additionally, I've provided comprehensive **support and training** for end users throughout the implementation process.

 Sarajevska Pivara 06/2014 - 03/2015  
**Regional Sales Manager**

As a Regional Sales Manager, I've led the Sarajevo region sales team, achieving ambitious sales plans of approximately **10 million EUR per year**. I've managed Sales and Marketing activities for the **Pepsi** portfolio in coordination with PepsiCo International. Additionally, I've played a key role in the **rebranding** campaign for Sarajevsko pivo, implementing strategic marketing activities to enhance brand awareness and market positioning.

 NIS Gazprom Neft 03/2013 - 06/2014  
**Category Manager**

As a Category Manager, I've been responsible for the fulfillment of a **7.1 million EUR** budget, driving sales growth, margins, and implementing NIS Gazprom Neft business standards. I've also successfully implemented a **SAP ERP** solution in Retail, developing related Sales processes for all Non-fuel business segments.

 OMV BH 07/2009 - 03/2013  
**Category/Sales Support Manager**

As a Category/Sales Support Manager, I've managed a **7 million EUR** budget, overseeing sales growth, margins, and the competitiveness of OMV BH Non-Fuel business. I've also implemented system standards and Non-Fuel Business strategy, supporting **SAP Retail** ERP functioning, POS systems, and coordinating between the Sales team and IT Department.

 OMV BH 11/2004 - 07/2009  
**Accountant**

As an Accountant, I've been responsible for **Accounts Payable** management across all Retail business segments, controlling purchasing processes, conducting vendor financial analysis, and stock control. I've also been a key user in the implementation of the **SAP FI module** for the F&S Department in 2005.

 Elektrokontakt doo 07/2003 - 10/2004  
**Commercial Manager**

Responsible for sales and development of client base on BH market

 BH Airlines 07/2002- 07/2003  
**Marketing Assistant**

Assistant of CEO responsible for marketing activities