

## PERSONAL INFORMATION

## Vedran Zubović

 Rijeka, (Croatia)

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Scientific number: 322590

Sex Male | Year of birth 1982 | Nationality Croatian

## WORK EXPERIENCE

10/2018 – **Assistant**

University of Rijeka, Faculty of Tourism and Hospitality Management, Primorska 42, 51410 Opatija, (Croatia)

- Course coordinator: Development Strategy and Business Policy (undergraduate)
- Head of the Lifelong Learning Program: Hotel Sales Training Program, Faculty of Tourism and Hospitality Management Opatija, 2021.
- Researcher on scientific project The role of audio management in tourist destination development (UNIRI-DRUSTV-18-39)
- Researcher on professional projects

2018 **Key Account Manager**

Hotel Malin – GPP Mikić d.o.o., Mlalinska (Croatia)

- Preparation and leading of overall marketing and sales activities in congress and group segment
- Budgeting and business plan development
- Business strategy development
- Defining sales and marketing objectives
- Market researching
- Service development
- Price policy defining
- Cost cutting strategies
- Cooperation with all outlet managers for product development and sales promotions
- Proposing new service standards and Company rules
- Off line and on line marketing activities (SEO, SEM)

2016–2017 **Director of Sales & Marketing**

T.C. i Partneri d.o.o., Rijeka (Croatia)

- Providing consulting services in the field of Sales and Marketing
- Monitoring trends in technology development, organizational methods and legal changes in their field actions
- Defining and improving Sales and Marketing budget goals
- Determinating appropriate sales strategies in all market segments towards maximizing the hotel revenues
- Business strategy development
- Product and service development
- Price strategy creation and development
- Training and supervising of the hotel's sales & marketing team
- Observing the market, identify trends
- Monitoring the main competitors
- Control of expenses and costs cutting

2014–2016 **Director of Sales & Marketing**

Magnum Opatija d.d., Opatija (Croatia)

- Organizing and control of all Sales and Marketing activities
- Annual Marketing and Revenue Budget and Sales Plan
- Production, definition and control of the price strategy
- Analysing current and potential market/trends, coordinates activities with GM and Reservation Manager to maintain and increase hotel revenue through added business volume and increase rate
- Coordinating the development of all promotional activities
- Monitoring competitors' activities, sales and promotion efforts
- Ensuring that the hotel is represented as an active member of the local community through association membership
- Directing all sales activities for sales coordinators to ensure they meet the goals of the budget
- Coordinating all methods of maintaining and increasing business volume. This includes advertising, sales promotion, professional selling, publicity, community relations, special sales projects, etc.
- Revenue management reporting
- Maintaining contacts with planners, corporate accounts, incentive buyers and wholesalers, through personal sales calls, telephone contacts and written communications

2010–2014 **Executive Director of Sales & Marketing**

Grand Hotel Adriatic d.d., Opatija (Croatia)

- Defining sales and marketing plan and budgets
- Supporting Developing & Executing Sales Strategies
- Maximizing Revenue
- Supporting the creation and implementation of a sales/forecasting and budgeting plan
- Overseeing all incoming enquiries direct/indirect and ensure that each one is handled in a proper and efficient manner
- Analyzing & Reporting on Sales and Financial Data
- Creating and delivering promotional activities, including staff incentives
- Co-ordinating all sales enquiries in line with the company's sales process

- Up and cross selling activities
- Marketing and PR strategy creating and implementation
- Analysing market information by using sales systems and implements strategy to achieve property's financial room and catering goals.

**2008–2010 Contracting Manager**

Sol Melia Croatia d.o.o., Umag (Croatia)

- Creating and Defining marketing and sales operational objectives by contributing marketing and sales information and recommendations to strategic plans and reviews
- Liaising with customers
- Negotiating contracts
- Evaluating customer needs
- Preparing and completing action plans
- Implementing production, productivity, quality, and customer-service standards
- Completing audits

**EDUCATION AND TRAINING****2005–2007 Master of sciences (MSc)**

University of Rijeka, Faculty of Tourism and Hospitality Management Opatija, Croatia  
Postgraduate scientific study "Quality Management in Tourism and Hospitality Industry"  
field: social sciences, economy,

**2000–2004 Bachelor of Economic Sciences**

University of Rijeka, Faculty of Tourism and Hospitality Management Opatija, Croatia  
field: social sciences, economy, tourism

**Publications**Croatian Scientific Bibliography - CROSBİ: [List of publications](#)

- CROSBİ: [Profile](#)
- Google Shoolar: [Profile](#)
- ResearchGate: [Profile](#)
- ORCID: [Profile](#)
- Publons: [Profile](#)

**Seminars & Training**

1. PhD training "Tourism Education in a Fragile World", ATHE Annual Conference, 2020.
2. PhD training „Designing and Doing your Research: Primary Research Design and Delivery in the Field“, Faculty of Tourism and Hospitality Management Opatija, Croatia, University of Rijeka, 2020
3. PhD training „Panel econometrics - introduction, large databases and causality analysis“,Faculty of Tourism and Hospitality Management Opatija, Croatia, University of Rijeka, 2020
4. Training "Business models for social initiatives", StepRi - Science and Technology Park University of Rijeka, 2020
5. PhD training „Statistics in scientific research“,Faculty of Tourism and Hospitality Management Opatija, Croatia, University of Rijeka, 2019.
6. PhD training „Introduction to PLS-SEM modeling“,Faculty of Tourism and Hospitality Management Opatija, Croatia, University of Rijeka, 2019.
7. PhD training„Key paradigm schools in tourism studies and how to reach diverse public with our research work“,Faculty of Tourism and Hospitality Management Opatija, Croatia, University of Rijeka, 2019.

**Scientific project**

1. The role of audio management in tourist destination development. UNIRI-DRUSTV-18-39 – 2019.-2022. - researcher

**Professional projects**

1. Hotel industry benchmarking, Faculty of Tourism and Hospitality Management Opatija, 2019
2. HKO e4 - Activity of measuring managerial and entrepreneurial competencies of students, 2020-2021.

**PERSONAL SKILLS**

**Mother tongue(s)** Croatian language

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
Italian	C2	C2	C2	C2	C2
German	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
Common European Framework of Reference for Languages

**Communication skills**

Clarity and Concision, Confidence, Open-mindedness

**Organisational / managerial skills**

High level of organizational skills and knowledge, team work

**Digital skills**

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Independent user	Independent user	Independent user	Independent user	Independent user

Levels: Basic user - Independent user - Proficient user  
 Digital competences - Self-assessment grid

**Driving licence**

B

**ADDITIONAL INFORMATION****Awards :**

2014: Annual Recognition Award by Primorje-Gorski Kotar County (Croatia) in sales and marketing field