

Davor Mulalić



Executive Leader
CEO
AI Business Strategist



CONTACT

+387 (0)61 787 331

mulalic71@gmail.com

Sarajevo, Bosnia and Herzegovina

COMPETENCIES

- Leadership & Future-Ready Management
- AI Strategy & Digital Transformation
- Workforce Development & Team building
- Business – Strategy – Sales development
- Project management
- School management
- Financial management
- Production management
- Business acumen
- Strong decision maker
- Complex problem solver
- Creative design
- Innovative
- Service-focused

LANGUAGES

- Bosnian/Croatian/Serbian – C2
- English – C1
- German – A2
- French – A1
- Latin – B1

INTERESTS

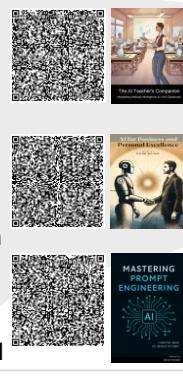
- Licensed Diving Instructor (CMAS 1* and SSI Dive Master Instructor)
- Business Consulting (VISASQ/COLEMAN)

EDUCATION

- Cambridge International Business Study
Master of International Business
- Veterinary Faculty
Doctor of Veterinary Medicine

SKILLS

- AI Strategy & Business Integration
- Computer Literacy; AI & Automation: App Design (Web/Workflow), Prompt Engineering, Rapid Prototyping, AI Platforms (based on user input.)



Experience

CEO / MANAGING DIRECTOR

Internationale Deutsche Schule Sarajevo and International Montessori House Sarajevo • Jul 2020 – Present

- Led operational management for IDSS and IMH, enhancing adherence to Thuringia and Baden-Württemberg curricula through AI-supported performance tracking for academic excellence.
- Created and implemented strategic plans, driving a 220% increase in student enrollment and optimizing workflows with predictive analytics tools.
- Spearheaded recruitment initiatives, boosting employee retention by 30% and improving workforce efficiency through AI-driven HR insights and mentorship programs.
- Conducted comprehensive market research, leading to the opening of two new branches and 40% growth in overall service capacity.
- Facilitated the adoption of the International Baccalaureate Middle Years Programme (IBMYP), securing €45,000 in funding and enhancing delivery with AI-assisted learning platforms.
- Streamlined operational workflows, ensuring 100% compliance with legislation and standards while applying AI-based risk monitoring.
- Implemented ISO 9001:2015 and HACCP standards, achieving a 30% reduction in non-conformance incidents and elevating daily safety metrics.

Income from sale	
Aug 2020 – Aug 2025	
€ 240 K	€ 815 K
▲ 240%	
No of employees supervised	
53	
No of enrollments	
Aug 2020 – Aug 2025	
80	256
▲ 220%	

CORPORATE SALES MANAGER

Bisnode / Dun & Bradstreet • Jul 2019 - Jul 2020

- Advised 80+ companies on commercial strategies, contributing to a 25% average revenue boost across the client portfolio.
- Built and coached a high-performing sales team of 6 members, increasing team efficiency by 40% and client acquisition by 30%.
- Conducted market analysis, identifying opportunities that led to a 15% increase in market penetration and product offerings.
- Launched two innovative product lines, increasing sales by €84,000 annually, while reducing sales cycle time by 25%.
- Managed relationships with 50+ key accounts, driving a 44% revenue growth and strengthening long-term partnerships.
- Focused on enhancing market presence, optimizing sales strategies, and contributing to the company's success in a competitive environment.

Income from sale	
Jul 2019 – Jul 2020	
€ 304 K	€ 438 K
▲ 44%	
No of employees supervised	
6	

CEO / MANAGING DIRECTOR and COO

Blue Trade Ltd. (Krautz-Temax Group) · Feb 2018 - Jul 2019

- Formulated and implemented strategic business plans for three divisions, driving €394,000 in net profit (+673%) over 18 months.
- Delivered market analysis and strategic insights that directly influenced a 15% expansion in regional market share.
- Designed operational strategies, boosting efficiency by 25% and expanding operations into two new markets.
- Enforced strict compliance frameworks, achieving 100% adherence to EU regulations and eliminating legal risks.
- Strengthened partnerships with stakeholders, facilitating €1.2M in joint ventures and improved regulatory compliance.
- Directed financial oversight, optimizing investment portfolios and achieving a 40% ROI across business units.
- Mentored executive teams using tailored training programs, leading to a 20% increase in leadership effectiveness.
- Reviewed and evaluated managerial reports to recognize achievements and address issues.
- Represented the company publicly, enhancing its profile and addressing complex challenges with effective solutions.

Net profit	
Jul 2018 – Jul 2019	
€ 51 K	€ 394 K
▲ 673%	
No of employees supervised	
8	

CEO (Assistant General Manager) / COO

Xylon Corporation Ltd. (Plena Group) · Apr 2015 - Feb 2018

Plena Group, a global player in emerging market investments, specializes in wooden flooring production.

- Directed corporate strategy, aligning with board directives, which contributed to €16M (+33%) operating income in one year.
- Managed and coached a cross-functional team of 190 employees, improving departmental productivity by 35%.
- Implemented team-building initiatives and training sessions to enhance morale, resolve conflicts, and address Equal Employment Opportunity (EEO) complaints, while integrating LEAN concepts.
- Engineered production strategies, leading to €15M in annual revenue and a 20% reduction in production costs.
- Achieved significant cost reductions through streamlined procurement and production processes, improving operational efficiency.
- Achieved certification for ISO, FSC, and PEFC, raising operational compliance by 25% and aligning with global best practices.
- Reorganized procurement systems, saving €400,000 annually through strategic vendor negotiations and optimized workflows.
- Orchestrated ERP implementation, cutting lead times by 30% and improving inventory accuracy by 40%.

Operating income	
Apr 2015 – Apr 2016	
€ 12 M	€ 16 M
▲ 33%	
No of employees supervised	
197	

CEO (Assistant General Manager/Business Development Director)

D.I.K. International Limited · Jan 2013 - Apr 2015

D.I.K. International Limited, founded in 1994, is a multifaceted enterprise dedicated to providing cutting-edge products and services, collaborating with subsidiaries to meet diverse customer needs.

- Streamlined organizational strategy to align with the mission, resulting in a 32% increase in annual revenue to €10M.
- Enhanced HR practices, improving employee retention by 20% and building a high-performing culture aligned with company values.
- Managed high-impact projects, achieving 95% on-time delivery rates and fostering robust stakeholder engagement.
- Designed task frameworks and performance metrics, boosting subsidiary efficiency by 25% and ensuring seamless communication.
- Implemented innovative business strategies, resulting in €2.4M in additional revenue across subsidiaries.
- Achieved subsidiary targets by planning, budgeting, and tracking performance, efficiently allocating resources, and adapting strategies as needed.
- Enhanced the company's image through client, government, and community engagement, upholding ethical standards and advising stakeholders.
- Managed relationships from initial contact to project delivery and post-project follow-up, ensuring client satisfaction in collaboration with the Managing Director.
- Led KAIZEN initiatives, cutting operational waste by 30% and driving €1.5M in cost savings through process optimization.

Income from sale	
Jan 2013 – Jan 2014	
€ 7.6 M	€ 10 M
▲ 32%	
No of employees supervised	
42	

CEO / HEAD OF REGIONAL OFFICE

LOK Microcredit Foundation (individual and village banking) · Apr 2007 - Jan 2013

LOK Microcredit (LOK MCF) holds a prominent position as a leading microcredit institution in Bosnia and Herzegovina.

- Directed operations for 16 regional offices, expanding portfolio by 300% to €12M while supervising a team of 43 credit officers.
- Developed and implemented innovative strategies to enhance client engagement across diverse communities.
- Expanded operations by establishing 12 new offices and recruiting 33 credit officers within a two-year period.
- Engineered portfolio growth, increasing revenue by 300% and expanding client base by 364% through innovative credit strategies.
- Chaired the loan committee. Evaluated and approved loans with a 97% repayment rate, minimizing defaults and maintaining portfolio quality.

Income from sale	
Apr 2007 – Apr 2008	
€ 3 M	€ 12 M
▲ 300%	
No of employees supervised	
43	

- Implemented ISO 9001:2000 standards, reducing documentation errors by 40% and ensuring strict compliance across all practices.
- Built strategic client partnerships, generating €2M in long-term business opportunities and securing high client satisfaction.

CEO / MANAGING DIRECTOR

Hospitalija Trgovina d.o.o. · Dec 2003 - Apr 2007

At Hospitalija Trgovina d.o.o., a key player in the medical disposables and pharmaceutical sector serving Croatian and Bosnian markets, I led strategic growth initiatives:

- Established operational systems, achieving €2M annual revenue through strategic marketing and efficient process management.
- Designed strategic business plans, increasing operational efficiency by 35% and reducing overhead costs by 20%.
- Recruited and mentored an 8-member team, driving a 50% increase in client acquisition and improving service delivery metrics.
- Executed targeted marketing strategies, boosting net sales by 45% and reducing distribution costs by 25%.
- Supervised the complete sales pipeline, increasing customer retention by 30% and winning three key tender contracts.
- Fostered strong partnerships with key clients and renowned suppliers, including Grainer, Becton Dickinson, Top Guard, and Improve.
- Secured exclusive dealership agreements, increasing revenue by €400,000 annually through strong supplier relationships.
- Ensured strict compliance with medicine registration, importation, storage, delivery, and pharmacovigilance procedures.

Operating income	
Jan 2006 – Jan 2007	
€ 1.6 M	€ 2 M
▲ 25%	
No of employees supervised	
8	

SENIOR OPERATIONS ASSOCIATE

USAID, KPMG the largest Business finance/Banking project implemented in the Balkans · Mar 1997 - Dec 2003

At USAID, the leading U.S. Government agency focused on global poverty eradication and democratic society development, I played a key role in a major Balkans finance project:

- Directed the Operations Unit, streamlining workflows and achieving a 25% improvement in departmental efficiency.
- Facilitated collaboration among USAID divisions and local banks, accelerating project completions by 20%.
- Delivered analytical reports to the US Ambassador, leading to data-driven decisions on major funding allocations.
- Designed IAS-driven policies, reducing accounting errors by 30% and increasing transactional accuracy.
- Managed credit and loan approvals, disbursing €10M+ in funds while maintaining a 98% timeliness rate.
- Implemented VBA solutions, reducing operational costs by €250,000 annually through process automation.
- Created and implemented tailored MS Access/Excel solutions for the loan department's specific business requirements.
- Managed daily bank account activities, maintaining proactive communication with Bank of America and local banks.
- Directed daily account changes, ensuring meticulous reconciliation and accurate maintenance of user loan cards.
- Provided detailed daily reports to the Operations Unit Manager on loan status, bookkeeping, general ledger accounts, and unit-wide activities.

No of active loans	
Dec 2003	923
No of employees supervised	
6	

Volunteering

MEMBER OF THE RESEARCH UNIT

Sharklab Malta · 2016 – Present

- Conducted species monitoring and public outreach programs, supporting conservation efforts that reduced harmful fishing practices.

PRESIDENT/CO-FOUNDER

ELAN NGO Youth-Sport-Environment · Sep 2010 - Jun 2018

- Co-founded and led ELAN NGO, increasing youth participation in sports by 40% and organizing 15+ environmental events annually.
- Spearheaded initiatives to increase youth participation in sports and environmental programs.
- Designed engagement programs, raising community involvement by 30% and securing €30,000 in funding for sustainability projects.
- Partnered with local governments and schools to deliver impactful programs that benefitted 500+ participants annually.

BUSINESS MENTOR/INSTRUCTOR (CMAS, SSI Dive Master Instructor)

KVS Scuba · Apr 2019 - Present

Serve as a key member of KVS Scuba, a community-driven scuba diving organization:

- Mentored 500+ diving enthusiasts in sports, commercial, and technical diving, achieving a 100% certification success rate.
- Advocated for water resource preservation through 80+ community events, raising awareness among 7,000+ participants.
- Developed therapeutic diving programs benefitting 50+ individuals with disabilities, enhancing their physical and mental well-being.
- Led collaborative workshops with a team of 10 instructors, improving training quality scores by 20%.

Operational Excellence Tools

- ERP Systems (Implementation)
- MS Office (creator of the MS Excel in practice course)



Standards & Compliance

- ISO 9001:2015 , HACCP , FSC , PEFC