






# Davor Mulalić

Executive Leader  
CEO  
AI Business Strategist



CONTACT

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-  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)

About

Davor is an Executive Leader and expert in AI Strategy and Digital Transformation with over 25 years of experience driving growth, innovation, and operational excellence across multiple industries. In his roles as CEO and Managing Director, he has a **proven track record** of delivering strong financial results, including a **€16M (33%) increase in operating income** and a **90% boost in revenue**.

Leveraging his deep understanding of business needs and emerging technologies, Davor bridges traditional leadership with AI-powered solutions, creating strategic roadmaps, implementing no-code AI tools, and enabling data-driven decision-making that accelerates sustainable growth.

A skilled negotiator and relationship builder, he has secured **contracts exceeding €11M** and cultivated long-term partnerships with key clients and suppliers. His leadership philosophy emphasizes inclusivity, employee development, and empowering teams to embrace innovation and AI adoption. His initiatives have driven a **50% increase in employee engagement**, demonstrating his ability to combine results-driven leadership with people-centered management.

Beyond the boardroom, Davor is a devoted husband, proud father, and active philanthropist. Guided by his personal values, he believes that empathy, meaningful relationships, and giving back to the community are essential for lasting professional and personal success.

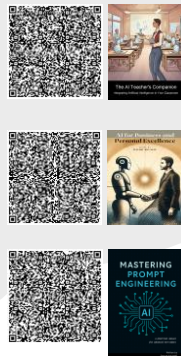
Today, Davor focuses on helping organizations navigate the era of AI transformation — turning strategic vision into tangible business outcomes while fostering human-centered, future-ready leadership.

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