

Bojan Marinkovic

Aspiring Product Manager with 3 years experience managing service products in the dynamic Hospitality industry. Driven by holistic and empathetic approach, data-informed decision making and outcome-oriented mindset I can deliver user-centric solutions that increase customer value and company success. Tech-savvy person passionate about innovation and entrepreneurship.

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Location: Kragujevac, Serbia

[LinkedIn profile](#)

Work experience

Product Analyst / Product Manager @ NCR Voyix

September 2020 – Present

Belgrade, Serbia

- Currently working on comprehensive restaurant technology solution for complex quick service restaurants in US covering HW, SW and Services.
- Designed and delivered Extended warranty service solution to support larger HW product initiative for quick service and restaurants in US.
- Working on Go-To-Market approach for existing service products
 - Created 2 standard offers – estimated to cover 75% of customer requests for proposal for those services.
 - Launched Pilot/Controlled deployment for existing service as standalone product in the market.
 - Simplified Costing models resulting in an estimated 70% decrease in time from request for proposal to finalized proposal submission.
 - Working closely with Marketing on internal and external documentation.
 - Results: Cost and operational efficiency, Streamlined sales process, Faster onboarding, Enhanced value proposition, Improved overall customer satisfaction, Revenue growth.
- Supporting multiple solution initiatives with existing services product integration.

Business Operations Analyst @ NCR Corporation

July 2018 – September 2020

Belgrade, Serbia

- Acted as a subject-matter expert for Managed Services Products, providing direct support to Product Management for new product introduction, product life cycle maintenance, and product end of life.
- Trained PMs on relevant tools and processes to ensure a smooth product development and maintenance cycle.
- Reviewed and approved all requirements for upcoming product releases and conducted User Acceptance Testing to ensure quality and efficiency.
- Led my team effort on a 2-year project to enable a new sales order system for Service, handling audit, research, clean-up, and enablement of all Service product deliverables.

Service Design Analyst @ NCR Corporation

May 2015 – June 2018

Belgrade, Serbia

- Efficiently resolved 78k+ aged Service Requests by identifying root causes, resulting in a remarkable 40% decrease in aged SRs year over year, improved revenue recognition, better forecast and planning, and a significant enhancement of service deployment.
- Conducted internal audits for 90 accounts, ensuring data accuracy for delivery, billing, forecasting, and reporting, thus improving the overall efficiency of the company's operations.
- Successfully corrected address geocoding in 4 countries, resulting in a 24% boost in accuracy. This achievement led to reduced field costs, more precise service timing, and an overall improvement in service delivery.

Owner & Manager @ Practiquim Solutions

May 2015 – February 2019

Belgrade, Serbia

- Delivered multiple Market research/Data acquisition projects in collaboration with NielsenIQ for FMCG clients such as Carlsberg, Pepsico, Delta Agrar, Imlek, and BAT in Serbia and BiH, delivering over 58k surveys.
- Recruited and trained over 40 auditors and supervisors to ensure efficient project execution.
- Successfully completed a census project for a HoReCa client in the Belgrade metro area.
- Enhanced survey quality and conducted insightful quality checks, leading to a 10% increase in data accuracy.

Report Liaison @ NielsenIQ

March 2013 – May 2015

Belgrade, Serbia

- Implemented automated reporting using VBA and industry best practices, resulting in enhanced report accuracy, quality, and efficiency; and the creation of reusable report templates.
- Conducted training sessions for 20+ clients to educate them on Nielsen data, technology, and software usage.
- Successfully fulfilled over 100 client requests, producing customized data reports and executive summaries.

Designer & Web Developer @ Rotoplay Marketing Agency

2007 - 2013

Kragujevac, Serbia

Other experience (nonprofit)

Co-founder & Head of Communications @ Youth org – KG Polis

2011

Kragujevac, Serbia

Co-founder & Coordinator @ Faculty of Economics Student org

2008 – 2009

Kragujevac, Serbia

Education

Bachelor of Business Management @ Faculty of Business & Industrial Management

2015 – 2017

Belgrade, Serbia

Business Economics & Stock Exchange @ Faculty of Economics

2006 – 2010

Kragujevac, Serbia

Additional information

Languages

*self-assessment

English

Upper Intermediate

German

Beginner

Skills & Tools

User Research, Market Research, Data Analysis, Critical Thinking, Data-informed Decision Making, Prioritization, Competitive Analysis, Product Lifecycle, Validation & Testing, Product Roadmap, Reporting, Project management, Go-To-Market Strategy, Defining success metrics, Graphic Design.

Excellent command of Microsoft Office suite, especially Excel with VBA, Power query, Power pivot. Familiarity with JIRA Align, Oracle ES, SAP BO, Tableau, Power BI, SQL.

Good knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign) and Corel Draw. Basic knowledge of HTML, CSS, PHP, Swift. Strong technical proficiency and knowledge of various tools. Currently exploring: Figma, Python.

Soft skills

Strong communication skills allow me to express my thoughts effortlessly, highlighting important messages and helping me with meaningful and convincing storytelling. I am enjoying conversations and discussing problems and solutions. Avid listener who notices and appreciates people's unique qualities and motivations.

Fascinated by ideas, always looking for different perspectives and hidden connections. Taking every possibility to turn ideas into action. I am confident in my ability to take risks and make decisions when needed. Always asking why. Adaptable, committed learner.

I have strong belief in my core values that guide me and give me purpose while respecting other's values, principles, and motivations.

Hobbies and interests

Passionate about tech innovation and entrepreneurship. Super-hobbyist: DIY; IoT devices for home automation and smart agriculture; Agriculture; Music/Hi-Fi enthusiast; Sci-fi, Board game, Trivia quizzes lover; Co-founder of IG account [@hotel hedonist](#); Hiking, biking; Campfire guitarist.