

Florijan Maros

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EMPLOYMENT EXPERIENCE:

06.2015- Self employed

07.2011-06.2015

Country manager- head of branch office

KLUDI Branch Office in Croatia, Zagreb

Profile of the company: production of branded sanitary taps

Description of job responsibilities:

- drafting strategies and plans related to market positioning KLUDI products
- ensuring a systematic presence of products in the region
- ensuring the achievement of the set sales plans, as well as strengthening the brand's position on the markets in Croatia, Serbia, Bosnia and Herzegovina
- definition of contractual conditions and signing the basic and annual commercial contracts with customers
- creation of price policy: development and implementation of list price, the definition of conditions (discounts, bonuses, conditions for projects)
- promotion: planning and defining sales actions and their implementation guiding, educating and motivating the sales team (back office, commerce)
- contact with business partners, retailers, contractors, investors and designers
- cooperation with partners from retail stores: creation and decoration of sales points, education and motivation of shop assistants
- responsibility for achieving the set goals of the company: turnover, margin
- organization and implementation of accounting and financial functions (partly outsourced)
- participation in the implementation of marketing activities (partly outsourced)

Results:

- project success: the supply of products to new built objects in the region
- increasing the number of implented stores and exhibited products
- reach their annual plans relating to turnover and margin
- we were able to increase tenfold traffic in the region in the last four years

08.2005- 07.2011

Key account manager

MD Profil doo, Osijek, Croatia

Profile of the company: sales of building materials

Description of job responsibilities:

- collaboration and negotiations with present and potential partners
- selling other company's products to present customers
- professional advice of customers, finding and solving causes of complaints
- negotiation of commercial terms, signing annual contracts
- sales visits, contacts with suppliers, construction companies, investors

Results:

- turnover growth of more than 15% per year thanks to bringing new customers
- through the expansion of sales of goods to a new market segments (residential construction, finishing materials, rough construction materials)
- the successful introduction of new products (materials for interior decoration)

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|------------------|-------------------------------|------------------------------------|
| 07.2004- 08.2005 | Country manager | Pannonkant doo, Osijek, Croatia |
| 04.2003- 07.2004 | Sales Engineer | BEER Kft. Budapest, Hungary |
| 03.2002- 04.2003 | Sales representative | Multi Alarm Ltd. Budapest, Hungary |
| 10.2000- 03.2002 | Sales representative | FORSZ Ltd. Pecs, Hungary |
| 03.1997- 05.1999 | Engineer of technology | Forum Holding. Novi Sad, Serbia |

EDUCATION:

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| 2015 – 2016 | Green Fox Academy, Budapest, Junior web developer |
| 1997- 2000 | The Faculty of Economics, University of Pecs, major: marketing |
| 1993- 1997 | College of Technical Sciences, University of Novi Sad, major: printing |

SEMINARS AND TRAINING:

- Green Fox Academy – web developer course (Git, Javascript, HTML, CSS, Python...)
- workshops on negotiations, conducting sales meetings, presentation techniques, sales

KNOWLEDGE AND SKILLS:

Computer skills: using project management tools like Trello, team message tools like Slack, editor like Atom, MS Office package, online marketing tools

Foreign languages: Hungarian – native speaker, Croatian – native speaker

English: intermediate

Driving licence: "B" category (1998)
