

# VESKO PEJAK

MSc, Marketing & Sales Specialist |  
AI & Blockchain Developer | Broker



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Stockholm, Sweden



## ABOUT ME

I've spent the last 10+ years helping Western companies grow — mostly by improving how they **communicate, sell**, and connect with their customers. My background combines **marketing, sales**, and product development, and lately I've been diving deep into how **AI** can simplify and improve all of it. What sets me apart is that I don't just think in strategies — I enjoy rolling up my sleeves, building things that work, and making sure people feel the results.

## SKILLS

Leader



Communication



Teamwork



Discipline



Critical Thinking



## LANGUAGE

English



Swedish



Serbian



## EDUCATION

### Master of Economics

[University of Montenegro](#)

2014 - 2016

Jovana Tomasevica 37 81000 Podgorica, Montenegro

### Electronics technician

[High school for electronics](#)

1995 - 1999

Danila Bojovica bb, 81400 Niksic, Montenegro

## EXPERIENCE

### Strategic Lead & Community Builder

[Bull Capital Investments Co.](#)

June 2024 - Present

Driving **product innovation**, **AI** integration and go-to-market strategies for a crypto-native startup, with focus on user-centric design and scalable growth.

### Executive director

[STILL](#)

Feb 2019 - Sep 2024

Led strategic operations for a global industrial vehicle manufacturer, **doubling local market** share and optimizing B2B sales performance across Montenegro and region.

# EDUCATION

## Negotiator

Telenor Academy

2009 – 2011

Džordža Vašingtona 83, 81000 Podgorica, Montenegro

## Broker licence

Montenegro Depository Agency

2002

Svetlane Radevic 1, 81000 Podgorica, Montenegro

# SKILLS

AI (ChatGPT & DeepSeek)	<div></div>
Microsoft Office	<div></div>
Canva	<div></div>
Social networks	<div></div>
Electronics & gadgets	<div></div>

# WHAT TRULY MATTERS!

In every company I've worked with, I found that what really moves the business forward isn't just strategy or numbers — it's people. It's the energy you bring into the room at 8am on a rainy Monday. It's asking the uncomfortable questions when everyone else is quiet. It's daring to build something better when "this is how we've always done it."

## That's what I bring!

I've helped companies rethink how they communicate, sell, market, and function — using both classic, proven methods and the tools of the future like AI and automation. But more than that, **I've brought momentum.** When needed, I've taken a team that's stuck in routines and helped them rediscover purpose and direction. And I've done it not from a corner office — but from the floor, in the work, with people.

# EXPERIENCE

## Brand representative

Ceresit

Mar 2017 – Dec 2018

Drove brand visibility and sell-out growth for a leading construction brand by executing targeted field activations and **building strong retail and contractor relationships.**

## Business consultant

TELENOR GSM

May 2009 – Dec 2014

Led high-stakes **B2B negotiations** and closed key contracts by **building trusted relationships with business owners,** driving growth for the region's leading telecom provider.

## Broker & Investment manager

NK Broker

Feb 2007 – May 2009

Applied advanced financial knowledge and statistical analysis to **assess risk,** forecast market trends, and **execute data-driven strategies** in fast-paced brokerage operations.

## Marketing specialist

MONTENEGRO POST OFFICE

Jan 2006 – Feb 2007

Led targeted **promotional and online advertising campaigns** to strengthen brand visibility and boost customer engagement in a national logistics and services company.

## IT Developer and industrial consultant

Zeljezara Niksic

Jun 2005 – Jan 2006

**Designed and implemented a real-time information system** for iron flow management, including on-site staff training to ensure seamless operational adoption.

## Self-employed Author & Illustrator

Independent Entrepreneur

Sep 1999 – Mar 2005

**Wrote and illustrated several successful children's books,** combining storytelling and visual art to independently create and market original titles with strong public reception.