VESKO PEJAK

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



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LinkedIn profile



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

Swidish

Serbian

EDUCATION

Master of Economics

<u>University of Montenegro</u>

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 usercentric 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

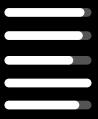
AI (ChatGPT & DeepSeek)

Microsoft Office

Canva

Social networks

Electronics & gadgets



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

<u>Ceresit</u> 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.