



Nikola Balić

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Gender: Male **Date of birth:** 21/06/1983 **Nationality:** Croatian

ABOUT ME

I lead growth at a pre-seed developer platform startup and previously managed a 34 million EUR budget at the University of Split to promote research. I own a consultancy aiding businesses in digital and operational efficiency and marketing. Passionate about data management and optimization, I've driven growth for Codeanywhere, advised Numarics during significant expansion, and developed revenue-boosting products. I've supported 100+ companies in market launches and international growth.

An expert in intellectual property, I crafted the University of Split's first IP policy and pioneered major tech transfer in Dalmatia, delivering numerous IP-focused talks. I've contributed 14 years to entrepreneurship support, including initiating Split's first business incubator.

Holding an MSc in Computer Science with ongoing PhD studies in Digital Transformation, I combine technical expertise with a broad industry perspective from international startup and Croatian company experience.

WORK EXPERIENCE

[09/05/2023 – Current]

Head of Growth

Daytona Platforms Inc

City: New York

Country: United States

- Prototyping and iteration of new growth ideas
- Guide the company's vision and product positioning
- Devise and execute inbound marketing strategies
- Create and curate engaging content to drive brand awareness
- Leverage data analytics to inform and optimize marketing campaigns

[02/2023 – Current]

Teaching Associate

University of Split, Faculty of Science

Complex Network Analysis course on graduate studies programme Data Science and Engineering.

[10/2018 – Current]

Owner and Advisor

Pulent

City: Split

Country: Croatia

Business development and growth, inbound marketing and content creation consultancy.

[31/01/2020 – 08/05/2023]

Head of Department for Science and Innovation

University of Split

City: Split

Country: Croatia

I managed the coordination of the Technology Transfer Office, Science Office, Projects Office, and Research and Development Office. I have served as the European IP Helpdesk Ambassador and a member of a SEA-EU RDI subcommittee. I administered 34 million euros in investments. I also orchestrated various training events from personal coaching to seminars.

I have lectured on TT for the European University Alliance and offered IP pre-diagnosis for Horizon Europe participants. I led a sustainability communication task force of EEN and provided mentorship in digital transformation and innovation management.

[02/2023 – 01/10/2023] **External consultant**

World Bank

City: Zagreb

Country: Croatia

Evaluation of RDI support programmes.

[03/2022 – 31/12/2023] **Growth Lead**

Codeanywhere

City: San Francisco

Country: United States

Managing growth and inbound marketing activities, including restructuring towards the next investment round.

[08/2020 – Current] **Advisor to the Management**

numarics AG

City: Zürich

Country: Switzerland

Advising fintech startup poised to disrupt accounting with AI and automation.

[11/2019 – 09/2020] **Project Manager**

UNIST Tehnološki park d.o.o.

City: Split

Country: Croatia

Development and establishment of [Spinit](#), the first technology park in Split.

[10/2018 – 01/2020] **Head of Project and Technology Transfer Office**

University of Split

City: Split

Country: Croatia

Managing 30 million EUR investments in research and infrastructure.

[06/2018 – 12/2018] **Growth Advisor**

LINK Marketing Services AG

City: Luzern

Country: Switzerland

Planning and implementing inbound marketing and pre-sales strategy for digital products spin-off of the leading market research institute.

[10/2017 – 04/2018] **Business Development Manager**

MF Herba d.o.o.

City: Klis

Country: Croatia

Developed 2 new products and implemented digital processes in dietary supplements and nutrition industry resulting in 50% YoY growth.

[07/2017 – 06/2018] **Growth Advisor**

Stella Mediterranea d.o.o.

City: Klis

Country: Croatia

Supporting the growth and digital transformation of a small company toward medium-size integrated business in food processing and tourism niche.

[04/05/2013 – 30/03/2017] **Project Manager and Innovation Advisor**

University of Split, Technology Transfer Office

City: Split

Country: Croatia

[31/12/2010 – 03/05/2013]

Innovation Manager

University of Split, Technology Transfer Office

City: Split

Country: Croatia

[30/09/2009 – 30/12/2010]

Technology Transfer Specialist

Faculty of Natural Science, Technology Transfer Office

City: Split

Country: Croatia

EDUCATION AND TRAINING

[09/2001 – 12/2008]

Master in Computer Engineering - mag. ing. comp.

University of Split, Faculty of Electrical Engineering, Mechanical Engineering and Naval Architectu

City: Split

Country: Croatia

Level in EQF: EQF level 7

[09/2020 – Current]

PhD in Computer Science - candidate

University of Split, Faculty of Electrical Engineering, Mechanical Engineering and Naval Architectu

LANGUAGE SKILLS

Mother tongue(s): Croatian

Other language(s):

English

LISTENING C2 **READING** C2 **WRITING** C1

SPOKEN PRODUCTION C1 **SPOKEN INTERACTION** C1

Bosnian

LISTENING C2 **READING** C2 **WRITING** C2

SPOKEN PRODUCTION C2 **SPOKEN INTERACTION** C2

Serbian

LISTENING C2 **READING** C2

SPOKEN PRODUCTION C2 **SPOKEN INTERACTION** C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DRIVING LICENCE

Cars: B

PROJECTS

Project management

1. Framing and Bridging Regional Research and Innovation ecosystems Capacities for renewed ERA (ERA_Fabric) - WP leader, Horizon Europe (>1 mil. €, 2023/2025)
2. Science and innovation center of University of Split, ERDF (>1 mil. €, 2020/2023)
3. Functional integration of the University of Split, PMF-ST, PFST and KTFST, ERDF (>10 mil €, 2018/2021)
4. Putting the newly-built animal facility into service at the University of Split, ERDF (>3 mil €, 2019/2020)
5. Technology transfer infrastructure in the Croatian Adriatic region, TTAdria, IPA/ERDF (<1 mil €, 2013/2015)
6. Services in Support for Business and Innovation in Croatia - Key Account Management, SSBI-CRO-KAM3, Horizon 2020 (<50k€, 2017/2018)

7. Services for enhancing the innovation management capacity of SME's in the Enterprise Europe Network, SSBI-CRO-KAM-2, Horizon 2020 (<100k€, 2015/2016)
8. Establishing services enhancing the innovation management capacity of Croatian SME's through the Enterprise Europe Network, SSBI-CRO-KAM, Horizon 2020 (<50k€, 2014)
9. Split Innovation Hub Experiment, SIHE, U.S. Embassy Zagreb (<10k€, 2012/2013)
10. Startup Challenge at Shift Conference 2014, U.S. Embassy Zagreb (<10k€, 2014)

Project implementation

1. Creating Holistic Innovation Capacity (EIT CHIC), EIT HEI Initiative (<0.5 mil €, 2022/2023)
2. Reconnect science with the blue society – BlueConnect, Horizon Europe (<0.3 mil €, 2022/2023)
3. Reinforce sustainable actions, resilience, cooperation and harmonisation across and by the SEA-EU alliance, Horizon 2020 (<2.000k€, 2021/2023)
4. European University of the Sea (SEA-EU), Erasmus+ (<1 mil €, 2019/2022)
5. Development of an entrepreneurial incubator for high-tech companies, University of Split, ERDF (>3 mil €, 2019/2020)
6. Services in Support for Business and Innovation in Croatia, 2015-2020, SSBI-CRO, European Commission (COSME) (<1.000k€, 2015/2020)
7. Services in Support for Business and Innovation in Croatia, 2008-2014, SSBI-CRO, European Commission (CIP-EIP) (<1.000k€, 2008/2014)
8. Devices with self-adjusting protocol for media access control, HAMAG-BICRO UTT-pp (<50k€, 2016/2017)
9. Automatic recording and verification of specimens in rock mechanics, HAMAG-BICRO UTT-pp (<50k€, 2016/2017)
10. The device for ecological apiary treatment against Varroa spp. Parasites, HAMAG-BICRO UTT-pp (<50k€, 2016/2017)

Project supervision and support

1. Špica sustavi d.o.o. - Speech Recognition Technology for Warehouses, Horizon Europe - BOWI, (<100k €, 2022/2023)
2. Oikon d.o.o. - Smart Wildlife Monitoring System, Horizon Europe - BOWI, (<100k €, 2022/2023)
3. Omolab komunikacije d.o.o. - Gaze Tracking Technology for Reading Difficulties, Horizon Europe - BOWI, (<100k €, 2022/2023)
4. Komplet sistem d.o.o. - Smart Computer Vision System for Traffic Monitoring in Ports, Horizon Europe - BOWI, (<100k €, 2022/2023)
5. RNazaH2A as a new target in diagnosis and treatment of urinary bladder tumors, HAMAG-BICRO PoC (<50k€, 2016/2017)
6. High-frequency ultrasound diagnostic probe for advanced ophthalmological applications (microOPHTASOUND), HAMAG-BICRO PoC (<50k€, 2016/2017)
7. The modular concept of integral aluminium construction of hybrid photovoltaic and thermal panels for ventilated facades, HAMAG-BICRO PoC (<50k€, 2016/2017)
8. Experimental verification of possible application of stone pebbles for seismic base isolation of buildings, HAMAG-BICRO PoC (<50k€, 2016/2017)
9. Integralni sustav radijskih komunikacija i nadzora plovila u marinama, HAMAG-BICRO PoC (<50k€, 2013/2014)
10. Izrada prototipa stroja za proizvodnju segmenata pužnih transportera iz tvrdo navarenih limova, HAMAG-BICRO PoC (<50k€, 2013/2014)
11. Shell guardian, HAMAG-BICRO PoC (<10k€, 2011)

ORGANISATIONAL SKILLS

Organisational skills

A quick and smart leader with strong motivation to acquire new skills with experience in managing and leading local and remote agile (<10) and medium (30) sized teams towards measurable results. Successfully organised and hosted workshops, conferences and brokerage events at international fairs.

COMMUNICATION AND INTERPERSONAL SKILLS

Communication and interpersonal skills

Experienced in the public relations including planning, coordinating, implementing and general dissemination of project results. Strong presentation skills gained by presenting to large groups of scientists and entrepreneurs, delivered more than 100 presentations. Strong interpersonal skills developed in direct individual and group work as innovation and business adviser and facilitator.

JOB-RELATED SKILLS

Job-related skills

Hands-on experience in creating and growing new products and services, both off-line and on-line, through inbound marketing, automation and reporting.

Extensive knowledge and experience in preparation and implementation of projects with hands-on experience on Horizon 2020, COSME, Interreg, ERDF and US Embassy projects. Direct experience in evaluation/implementation/monitoring of projects under the national Proof of Concept funding and IRCRO.

Developed various legal and strategic documents: IP Policy of the University of Split, Consortium Agreements, Research and tech. strategies, IP assignments, Feasibility Studies, various contracts, etc. Experienced in managing public procurement under PRAG, World Bank and national rules.

CERTIFICATIONS

Certifications

1. Building careers as science diplomats, DISCOVERY LEARNING project (2022)
2. Business Model Innovation, IMP³rove – European Innovation Management Academy, EWIV (2020)
3. Introduction to Sustainability-driven Innovation Management and Tools, IMP³rove – European Innovation Management Academy, EWIV (2020)
4. Agile Innovation Project Management, IMP³rove – European Innovation Management Academy, EWIV (2020)
5. Introduction to Human-Centered Design, IDEO.org (2020)
6. Advanced Course on Collective Management of Copyright and Related Rights for Collective Management Organisations, World Intellectual Property Organization (2017)
7. EuKTS Associate, European Knowledge Transfer Society AISBL, Brussels (2016)
8. Academy for implementation of projects under structural funds, Project Equals Development (PJR Consulting) Ltd. (2015)
9. IMP³rove guide, A.T. Kearney GmbH and Fraunhofer Institute for Industrial Engineer (2011)
10. PRO INNO EUROPE ip4inno trainer, European Patent Office (2010)
11. Advanced Course on the Basics of Patent Drafting certificate, World Intellectual Property Organization (2010)
12. Advanced Course on Patent Information Search certificate, World Intellectual Property Organization (2010)

EVALUATION EXPERIENCE

Evaluation experience

1. Evaluator for Interreg HU-HR
2. Evaluator for IRCRO projects for HAMAG-BICRO
3. Pre-evaluation of "Proof of Concept" projects for HAMAG-BICRO
4. Reviewed scientific papers for various journals

COURSES

Courses

- HEInnovate Train the Trainers, Brussels, DG Education & Culture, OECD (2020)
- IP negotiation masterclass, Berlin, EPO & LES (2019)
- Developing leadership and collaboration skills and competencies, Split, EEN, EASME (2019)
- European Macro-Regional Innovation Week, Trieste, European Commission, DG Joint Research Centre (2016)
- IP valuation with IPScore, European IPR Helpdesk in collaboration with the European Patent Office, supported by the EASME and D.G. Growth (2015)
- Seminar for innovation advisers, EASME, Brussels (2015)
- Change Management training, EASME, Brussels (2014)
- Technology Transfer Study Visit, L'IEEPI, Institut Européen Entreprise et Propriété Intellectuelle, Illkirch (France, 2014)
- TII Summer School 2013, Technology Innovation International (Luxembourg)
- Erasmus study visit, AREA Science Park, Trieste (Italy, 2012)
- TII Summer School 2010, Technology Innovation International (Luxembourg)
- IP training on community trade marks and designs, Office of Harmonization for the Internal Market (OHIM, 2010)
- Intellectual Property management in FP7, IPR Helpdesk, Brussels (Belgium, 2010)