

# BOJAN PLEŠE

Zagre, Croatia ▪ +385 98 19 29 620 ▪ bplese@gmail.com

*Master of Accounting & Finance ▪ Entrepreneurial Economics Degree ▪ MCSA*

*Awarded "Best Innovative Website" by Web::Strategija, 2012*

*Honored by VID I Awards for "Best Mobile Application", 2011*

Astute Finance and IT Professional, applying deep insight and knowledge in both areas to grow sales, increase productivity, reduce costs/risks, and improve the customer experience. Ambitious self-starter who built a profitable IT business and managed P&L, product/services development, staff, sales, client project delivery, and client relations. Skilled at transforming creative ideas into real products and assembling culturally diverse resources to cost-effectively produce high-quality solutions. Lifelong interest in business, macro and micro economy, stock market, investing, economics, politics, and IT development. Areas of expertise include:

Operations Management	Application & Web Development	Sales and Marketing
Strategic/Business Planning	P&L/Budget/Expense Control	Consulting/Needs Assessment
Online Advertising and SEO	Project Prioritization & Execution	Product Development & Launch
Pipeline Management	Contract Negotiation	Staffing, HR, Team-Building
Resource & Vendor Management	Process Improvement	Change Management
Client Relationship Management	Quality and Compliance	Conflict Resolution

Extensive technical expertise includes:

Web, Wireless, Mobile, iOS, PC, Windows, Apple, Android, Computer Architecture  
Internet Content, Online Marketing, Web Publishing

## FINANCE, IT & MANAGEMENT EXPERIENCE

**Novi Forum d.o.o.** – [www.novi-forum.com](http://www.novi-forum.com)

**2005 – Present**

### **CEO, Founder & Director**

Established startup company while in college to develop, market, distribute, and sell web/wireless/mobile applications, computer equipment, and software solutions to small and medium enterprises in Croatia. Manage all aspects of day-to-day business operations, including P&L, finances, strategic planning, staffing, and superior customer service. Plan and execute sales, marketing, and business development activities. Meet with potential clients to identify business needs, translate requirements into IT solutions, and present proposals, pricing, and timelines for approval. Manage 3-5 ongoing client projects through the life cycle, from initial sale and contract negotiation to resource allocation, issues resolution, solution delivery, and post-support.

### ***Technical Services:***

- Develop applications focused on utility/location based services, productivity, entertainment, and games; oversee design, architecture, development, and integration into existing systems.
- Own/create web stores for customers, encompassing development, administration, and maintenance.
- Deliver multimedia, Ecommerce, web hosting, dedicated servers, and SEO services (Google AdWords and AdSense).
- Design robust yet affordable new websites, revamp existing websites, and maintain client websites.
- Enhance online presence to increase appeal, brand image, traffic, revenue, and competitive edge.

### ***Business Administration:***

- Lead, guide, and mentor 3 direct reports: programmer, music artist, and manager of talent acquisition.
- Identify, hire, and manage additional resources through outsourcing, Elance, and other marketplaces.
- Oversee production distribution through several world-renowned brands such as Archos and Cowon.
- Manage online sales division and manage software and web application sales.
- Develop business expansion strategies.

### ***Key Achievements:***

- Built a business from the ground up with little to no capital, and achieved profitability within the first year.

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- Rapidly established trusting client relationships

**Bojan Pleše - Page 2****Novi Forum d.o.o./CEO, Founder & Director** (continued)

- Recruited, hired, and empowered diverse resources to produce innovative products. Sourced remote developers from Croatia, Pakistan, Russian, India, and US, many of which have remained loyal for 10+ years.
- Conceptualized new products and led them to successful launch, including [www.shopmania.hr](http://www.shopmania.hr) website (a web golden award winner) and several iPhone/iPad applications.
- Positioned company as a one-stop shop in providing powerful, flexible, customizable, and easy-to-use solutions that deliver quick ROI.
- Implemented a comprehensive marketing strategy that included online advertising and online sales.
- Captured new business with the Croatian parliament, Ministry of Finance and various small/middle companies: IR-Luks d.o.o. Mikronis d.o.o., Algoritam, d.o.o., Profil d.o.o., Lingua-soft d.o.o, and Miš d.o.o.
- Ensured high-quality, on-time project deliveries, leading to consistent repeat business and referrals.
- Established web shop application development agreement with US company.
- Expanded into game development, one of only 5 companies in Croatia to do this; led team of 6 to create first game for the Apple platform in 7 months, with 3 more currently in the pipeline.

**PRIOR EXPERIENCE**

**Web Developer**, Severina & Filipson, 1999 – 2000 (part-time)

Designed and built websites, including one for the most famous singer in Croatia.

**Business Trainee**, Konzum d.d, 2003

Gained knowledge in all aspects of a retail operation during intensive 1-month program.

**TECHNICAL SKILLS**

Platforms: Windows, Mac OS, Web, iOS, Android  
Languages: C++, Swift, HTML  
Software: MS Office Suite, Adobe (Photoshop, Acrobat, Premier), Macromedia Dreamweaver and Flash, Business Productivity Tools  
Internet: Internet Content, Web Publishing, Online Marketing, SEO (Google AdWords/AdSense)  
English Fluency; Basic Italian

**PROFESSIONAL AFFILIATIONS**

Open.hr (Croatian Open System Users Group) ▪ Croatian Independent Software Exporters

**EDUCATION, CREDENTIALS & TRAINING**

Master of Accounting and Finance, VERN, University of Applied Sciences, 2008

Final work: "The impact of the global financial crisis on the movement & value of selected stocks in Croatia"

Bachelor's Degree, Entrepreneurial Economics, VERN, University of Applied Science, 2004

MCSA, Microsoft Certified System Administrator

Mathematics, Algebra & Natural Sciences, Gymnasium Lucijan Vranjanin, Zagreb, 2001

Business English Coursework, Oxford & St. Andrew's Cambridge, 1997 – 2000

Avid Reader of Wall Street Journal, Financial Times, Economist, New Yorker, New York Times