

MATEJA ZBODULJA

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Employment History

IT Enterprise Sales Manager and Business Development, Agrivi d.o.o., Zagreb

(February 2018 – Present)

- Reaching sales on the global market in the agtech industry
- Identifying key sales targets and penetrating accounts among the enterprise and distribution target segments
- Identifying, developing and managing Strategic partnerships with key third party influencers
- Negotiating pricing and contractual agreements to close sale
- Ensuring regular contract execution by the accounts
- Educating partners and enabling their capabilities to effectively position and sell the Agrivi software

IT Sales Manager, Dovikivati (Shoutem) d.o.o., Zagreb

(May 2017 – February 2018)

- Managing full sales process (pre-sales, sales and up-selling process) on the global market; fostering a sustainable pipeline, contract negotiation, conclusion of contracts
- Proactively clarifying and validating customer needs on an ongoing basis
- Close cooperation with CEO and Technical Team Leaders
- Strategy execution and suggesting improvements in the sales process and overall client approach

IT Account Executive, Lemax d.o.o., Zagreb

(June 2014 – May 2017)

- Managing full sales process (pre-sales, sales and up-selling process) on the global market; fostering a sustainable pipeline, contract negotiation, conclusion of contracts all around the world
- Presentations and meetings for managing directors as well as on-site and off- site product demos with potential clients (in English, German and Croatian language)
- Preparation of necessary documentation (technical requirements, specification)
- Cooperating and negotiating with business partners and distributors, finding new network and channel opportunities
- Proactively clarifying and validating customer needs on an ongoing basis, suggesting software improvements
- Creating documentation and procedures for internal department processes
- Mentoring new Sales department employees

IT Marketing Coordinator, Lemax d.o.o., Zagreb

(January 2014 – June 2014)

- Creating new opportunities that empower the brand (project Girls in ICT, gamification project...)
- Assigning tasks to other members in Marketing department and verification of tasks assigned
- Copywriting: responsible for all corporate websites - collaboration with graphic designers, interface and wire frames design, website content)
- Content strategy execution: 3 eBooks published, over 40 blog articles, creating brochures and providing monthly e-mail marketing campaigns
- Communication with the media, writing PR articles, arranging interviews and managing visits to exhibitions

IT Project Manager, Lemax d.o.o., Zagreb

(May 2013 – February 2014)

- Personalized software implementation on an international level depending on customer's requirements through delivery
- Planning the implementation process and phases, monitoring deadlines and coordinating the team; task assignments and evaluation of tasks assigned
- Writing project documentation, delivering summaries, arranging meetings and providing feedback
- Holding both remote training for software users (world-wide) and on-site training per request (Dubai, Czech Republic) - training held in Croatian, German and English language
- Quality Assurance – reporting software issues and testing the quality of the software
- Creating and preparing materials for training lessons, writing user manuals, software news, project retrospective summaries
- Customer support (answering inquiries, support for software usage, issue resolution)
- Mentoring and guiding new employees in the Implementation department

Community and Store manager, Yves Rocher/ VIZ trgovina d.o.o., Zagreb

(June 2011 – June 2013)

Community manager, Holcim Hrvatska, Zagreb

(October 2012 – March 2013)

Microsoft Student Partner Trainee, Microsoft Hrvatska, Zagreb

(October 2012 – March 2013)

Promotions Assistant, Visoko učilište Algebra, Zagreb

(September 2010 – January 2013)

ICT Customer Care Team (Sales Representative), Iskon Internet d.d., Zagreb

(February 2011 – October 2011)

Trainee, HypoVereinsbank UniCredit Group, Frankfurt

Education

Faculty of Economics and Business Zagreb, Managerial Informatics

(September 2014 – June 2016)

Master's Degree; Thesis "*Agile methods as support in team management during web application development*"

Faculty of Economics and Business Zagreb, Organization and Management

(September 2012 – June 2014)

Master's Degree; Thesis "*The importance of employees when implementing the strategy of customer relationship management (CRM software)*"

Faculty of Economics and Business Zagreb, Business Administration

(September 2008 – June 2012)

Bachelor's degree, Thesis "*Customer relationship management (CRM software)*"

Heinrich-Heine-Universität Düsseldorf, Summer Course

(June 2005 – July 2005)

Publications

Perception of the Social Networks' Impact on the Reputation of IT Companies

CRODMA conference, FOI Varaždin, 2016

Authors: Mateja Zbodulja, Ines Marinčić

Importance of employees in CRM implementation

International Journal of Multidisciplinary in Business and Science(IJMBS), Accent 2014

Authors: Mateja Zbodulja, Doc. dr. sc. Miroslav Mandić (University of Zagreb)

Honors and Awards

Top 50 most influential women in ICT in Croatia, ICT Gold Awards, VIDU Award

(October 2016)

Women in Adria / Future Leaders in Technology Award

(May 2016)

"Project management awards 2015" event, Young Crew Croatia Moderator

(December 2015)

European Forum Alpbach, Austria Scholarship

(August 2014)

Innovative Women, Innovation Institute Zagreb Scholarship

(December 2013)

International student exchange program "Poke", Germany Scholarship

(June 2010)

IAAC (Internationales Alpen-Adria College), Austria Scholarship

(October 2007)

Projects

Girls in ICT Day Croatia / "ICT Supergirls 2017" – Speaker

(April 2017)

Girls in ICT Day Croatia / "ICT Supergirls 2016" – Organizer

(April 2016)

Girls in ICT Day Croatia / "ICT Supergirls 2015" – Organizer

(April 2015)

Languages

Croatian, English, German

