

# MARIJA TISOVSKI, Ph.D.

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## WORK EXPERIENCE:

Feb 2014 -

**University of Economics, Prague**  
**Assistant Professor - Marketing**

Oct 2012 to Nov  
2013

**Accelsiors Consultancy Services / [www.accelsiors.com](http://www.accelsiors.com)**

**Business Set-Up and Customer Recruitment Specialist, Bratislava**

- Successfully introduced innovative measures and tools to support and improve recruitment, retention and highest customer standards
- Lead the process of corporate identity redesign and coordinated 3<sup>rd</sup> party service providers (designers, producers and marketing agencies)
- Acquired and built worldwide connections with professionals in medical, pharmaceutical and bio-technology domains

June to Sep  
2012

**Uniglobal / [www.uni-global.eu](http://www.uni-global.eu)**

**Conference Producer, Prague**

- Successfully delivered full conference projects for Bank-assurance and Microfinance that gathered 100+ senior level speakers and attendees. Project activities included but were not limited to: research, concept, strategy, planning, sales, on-site coordination
- Acquired and built strong relations with top level executives and professionals in public, banking and insurance domain

2009 to 2012

**University of Economics, Prague**

**Instructor - International Marketing**

- Delivered case studies on: expansion, branding, positioning and social media
- Guiding and evaluating team projects on new product launch
- Acquired and built worldwide connections with students and teachers from the accounting, business administration, management and marketing domains

June to Sep 2009

**Coda Development s.r.o / [www.selfinflatingtire.com](http://www.selfinflatingtire.com)**

**Procurement Assistant, Prague**

- Successful in sourcing new contacts
- Contributed to development of a tender offer for bringing innovative product into global tire market
- Acquired and built connections with various entrepreneurs in automotive and manufacturing domains

May 2007  
to June 2012

**Traming / Consultancy for the Western Balkan Markets**

**Communication Manager, Serbia**

- Successfully selecting and matching companies of the Balkan region to Czech and Slovak market through trade fairs and embassies resulting in entering contracts with leading tiers producers as: Barum Continental, Konstrukta Industry, Mitas
- Facilitating communication with the customers, organizing events, translating

## EDUCATION:

2009 to 2012

**Ph.D. Studies**

University of Economics Prague

Research field: Luxury Marketing

Feb to June 2011      **Research Exchange**  
ESSEC Business School, Paris / <http://www.essec.edu/>

2006 to 2008      **MSc. International Business**  
University of Economics, Prague  
Major: Management and Economics

2002 to 2006      **BSc European Business and Marketing**  
European University Belgrade, Serbia / <http://www.febm.rs/>  
Major: Management and Marketing

**ADDITIONAL COURSES:**

Adobe Photoshop  
Marketing of Luxury Products, ESSEC Paris  
Intercultural Communication for Managing Czech and Anglo-Saxon Culture  
International Management and Marketing

**PROJECTS:**

2010 – 2012      “Perception of Czech Republic as Country of Origin” – University of Economics Prague

2006              “CSR Week” National Conference: National Leadership Development Seminar

**LANGUAGES:**

English, proficient  
Czech, proficient  
Italian, advanced  
French, advanced  
Serbian, native  
Croatian, bilingual proficiency

**ACTIVITIES:**

Board Member of CASA (Chinese American Scholar Association)  
Member of OSSI – Organization of Serbian Students Abroad/ [www.ossi.rs](http://www.ossi.rs)  
Past active role in organization AIESEC