



Mladen Mitic

- Date of birth:
- Email address:
- Phone number:
- Web:



Profile

Inclusive business leader with the mission to empower his teams and organization to achieve more and to make noticeable impact.

Change manager with proven ability to build unique value for customers and society in multiple markets.

Educational background in both Marketing and IT giving him unique ability to understand new rising technologies and business models in the period of fast paced technology shifts.



Work experience

09.2021 – present
Bratislava, Slovakia

Board member and Chief Commercial Officer for Mass market Slovak Telekom

Securing strong growth on the market (5+% YoY) while transforming internal organization and culture going agile and moving the old-fashioned Telco giant toward agile digital player.

By introducing new Brand platform "Respect" shifting already strong Brand into love brand category with it's purpose in society.

01.2020 – 09.2021
Bonn, Germany

Vice President B2B Growth at Deutsche Telekom Deutsche Telekom

Hired to support financial and mindset turnaround in EU B2B segment implementing Growth@Core program with focus on Commercial Steering, Value Management, Customer Centricity, innovative B2B Propositions and Digital transformation.

2 years after, B2B EU segment is on a 3% YoY growth trajectory.

08.2016 – 12.2019
Copenhagen, Denmark

SVP Marketing TDC Business (\$3B Danish telecom leader)

Recruited to build professional marketing and product organization (Fixed, Mobile and Cloud) to make business turnaround and shift from double digit YoY decline into growing company. Transformed traditional slow silo-based line organization into fast cross-functional Agile organization (Business Lab) comprised of 200+ Business and IT Product Owners. Responsible for P&L of \$1B with direct responsibility for \$125M SMC budget

- Business turnaround from -14% YoY EBITDA decline in 2016. to flat development in Q4 2018. with growing forecast in 2019.
- Built and delivered "best in class" digitization program with superior ROI in 24 months: 2% revenue growth while reducing costs 18% in FTE's in Customer Service and Sales departments
- Elevated employee satisfaction by 7% by fostering a culture of engagement through trust building and open communication.

01.2014 – 07.2016
Oslo, Norway

Marketing and Product development Director Telenor Norway (\$3B Norwegian telecom leader)

Promoted to Build customer (segment) focused Marketing and product organization and implement new B2B strategy by introducing new marketing concepts. Focused on Customer journeys and NPS in order to reestablish Telenor position especially on SMB market. Managed team of 10 leaders and more than 100 Telco professionals.

- Increased SIM market share for 2% and Revenue market share for 3% in 2 consecutive years
- Number 1 in NPS on Norwegian B2B market in 3 consecutive years
- Responsible for P&L of \$650M

Board member of second Brand Dipper deeply involved in strategical and tactical moves in order to optimize dual Brand performance on Norwegian market.



Work experience

11.2011 – 12.2013
Oslo, Norway

Head of CLM, Strategy and Channel management Telenor Norway

Hired to apply "stealth marketing" expertise to initiate the telecom leader's first 1:1 personalized offering as part of the strategy transition from one offer fits all to tailor-made solutions/custom products. Throughout 2 years period role was expanded to Strategy and Channel management with responsibility to lead and execute new Telenor Norway Strategy and Brand platform implementation including new Channel strategy.

- Grew revenue 1.5% YoY (100 MNOK) by consolidating manual processes and incorporating marketing automation tools to utilize data more effectively
- Implemented Telenor Norway Brand Platform with strong differentiators as foundation for Telenor Norway B2B strategy and long-term marketing plans.
- Directly responsible for SMC budget of \$100M

03.2010 – 10.2011
Belgrade, Serbia

Prepaid Segment Manager Telenor Serbia

Promoted to develop largest Consumer segment with responsibility for one third of Telenor Serbia revenues. Built unique and innovative differentiator on Serbian market "My Menu" based on smart pricing through micro segmented approach utilizing "stealth marketing" test and learn methodology. Launched first MVNO like second Brand built on unique partnership with popular record label in Serbia.

- Increased prepaid YoY revenues on competitive Serbian market for 3.5% even though competitors were very price aggressive and that prepaid market was declining 7% per year
- Reached take rate on campaigns of 78%

01.2004 – 02.2010
Belgrade, Serbia

Various positions

Progressive management experience in Customer Service, Marketing, and Consumer CRM with Telenor Serbia and its predecessor Mobtel Serbia (2003 to 2010).



Education

Belgrade, Serbia

Organizational Sciences Faculty: Information Systems Engineer University of Belgrade

Lausanne, Switzerland

Advanced Strategic Management Program IMD

London Business School Accelerate leadership training



Languages



Strengths

- Loyal
- Adaptable
- Curios
- Able to learn
- Innovative
- Responsible
- Change manager
- Strong Integrity