

Goran Markovic

Phone:

Email:

Dynamic business professional with 20+ years of expert and leadership experience within Commercial area in telecommunications. I have proven track record in delivering strong performance by clearly establishing necessary growth strategies and facilitating excellent execution on those. Grew within two of the largest international telecommunication companies starting from home BU roles, moving to group functions and lately being expat in multiple international business units & groups. Expert in various commercial domains, including Marketing, Brand & Communication and Channel development. Hands on experience in managing business transformations and turnarounds both on cross company and cross country initiatives and projects. My approach to business is customer focused, able to drive prioritization based on customer needs to deliver sustainable revenue market share growth and optimize cost of operation by focusing resources only on what customers truly value and creating differentiation in the market. Known as effective team builder with strong leadership skills able to attract, motivate and grow talents within the organization. Strong performance records and leadership skills within following areas:



- Strategic marketing & planning
- Revitalizing stagnating performance
- Branding & communication strategies
- Transformation programs & projects leadership
- People development

- Channel strategies development
- Customer lifecycle / ROI management
- Digital channels & transformations
- Overall P & L performance including operational efficiency improvements

Nationality:
Age:
Address:
Marital Status:
Driving Licence:

EMPLOYMENT

Sep. 2020 – present

Chief Commercial Officer & Board member, T-mobile Poland

Responsible for Sales and Marketing functions for consumer market, leading team of 3000 people, including senior direct reports team of 8 directors and large frontline organizations.

Highlights: Customer centric transformation, NPS & TRIM leadership.

Turnaround of commercial performance (Customer & NM growth), Effectiveness improvement (eg 60% retail) while improving Employee satisfaction.

Jan. 2018 – Sep. 2020

Chief Commercial Officer, Telenor Bulgaria

Responsible for Sales and Marketing functions, leading team of 1500 people, covering both Residential and Business segments.

Highlights: Strong YoY revenue & EBIDTA growth in 2018 to 2020 from both consumer and b2b segments. NPS and mobile revenue market share leadership.

Jan. 2017 – Jan. 2018

Program director – Telenor CEE cluster, based in Hungary

Responsible for business and organization transformation in CEE region involving HUN, SRB, MNE & BUL. Reporting to EVP CEE cluster.

Jul 2013 – Jan 2017

Omni-channel marketing director / Business transformation lead / Senior advisor to CMO, Telenor Hungary

Managed area of channel development & channel marketing. Transformation of channels, new design, business model and performance change;

Highlights: Retail effectiveness improvements (40% vs previous period), Franchise model transformation. Launching digital first retail concept & dynamic performance management concept.

Business transformation – Business lead on multi country business/IT transformation that includes digitalization, platforms change and simplification.

Senior advisor to CMO: Lead turnaround Marketing strategy development & implementation along with new G2M and planning process introduction.

Aug 2012 – Jul 2013

Brand manager, Telenor Group (Norway)

Responsible for development and roll out of global Strategic marketing toolbox and implementation in business units (13 countries)

Jan 2011 – Nov 2011

Acting CMO consumer, Telenor Montenegro

CMO consumer and Marketing director responsible for marketing and sales.

Highlights: Established new sales organization and motivation systems. Telenor Group performance award achievement for 2011 with revenue market share growth and 40+ OCF margin.

Sep 2010 - July 2012

Marketing director, Telenor Montenegro

Responsible for consumer marketing including prepaid, postpaid and mobile internet segments marketing, pricing, devices during turnaround.

Highlights: (39%-46% in 2.5 yrs) revenue market share growth. Business & IT systems transformation.

Sep 2007 – Sep 2010

Marketing communication head/director, Telenor MNE

Highlights: Successful Re-branding to Telenor;

Sep 2004 - Sep 2007 - Various roles in Marketing communication, Telenor MNE

EDUCATION

BSCApp computer sciences – University of Montenegro

2023: EMBA University of Sheffield

Schools & programs:

2016 – Insead (Strategy execution & innovation methods)

2014 – Harvard business school (High potentials leadership)

2010 -11 – Norwegian Business school (Accelerate program)

2008-09 – London business school (Brand academy)

PERSONAL

I am ex. basketball player, like outdoor & water sports. Enjoy spending time with my kids