

PERSONAL DATA

First name Branislava
Family name Nesic
Date of birth 27/07/1963
Marital status Single, no children
Citizenship Dual: Serbian and Australian
Mobile +381 63 806 7700
Email nesic.branislava@gmail.com



EDUCATION

Formal education B. Sc. Pharmacist,
University of Belgrade, Faculty of Pharmacy

Professional training **Air Serbia / Etihad Airways:** Business Intelligence, Management in Action, Etihad Way, Sales Force
Alitalia CAI: Ricominciamo da Capo, Target, Sequoia, Banco Vince, e-smash, Business Objects, SAP MM, basic
Swiss International Air Lines: Cat, Tiger, Experts, SiS – Powerplay
Swissair: Outdoor Sales 1 & 2, Leadership 1&2 Marketing 1&2

Languages Serbian - Mother tongue
English - Written/Spoken – excellent
German - Written/Spoken – bilingual
Montenegrin, Croatian, Bosnian, Hungarian - good
Italian, Macedonian and Slovenian – spoken – basic

Computer skills Excellent knowledge of MS Office, Excel, Word, Power Point

Driver's licence Category "B"

WORK EXPERIENCE

January 2020 –

Chairwoman of the Board at Center for Applied Forensics, Belgrade

Overall responsible for finances, budget and administration, controlling and local law and regulations compliance, as well as marketing and human resources matters. Responsible for liaison with local authorities. Participating in project applications and project development. Responsible for projects budget control, compliance and administration.

October 2020 – March 2021

Consultant Finance and Administration at European Forensic Agency, Belgrade

Overall responsible for finances, budget and administration, controlling and local law and regulations compliance, as well as marketing and human resources matters. Responsible for liaison with local authorities. Participating in project applications and project development. Responsible for projects budget control, compliance and administration.

January 2019 – December 2020

Key Account Manager at Etihad Airways, Branch office, Belgrade

Responsible for sales budget and sales targets, Pricing Management & Sales Analysis. Key Account Management, liaising with IATA accredited Travel Agencies, and local Corporates, setting targets, contracting and contract monitoring, as well as co-marketing and sales support. Coordinating with the Customer Center and Group Sales Customer Center. Liaising with the home carrier.

March 2018 – July 2018

Project Manager at BCD Travel Serbia / Link Travel, Belgrade

Responsible for implementation and PCI DSS Certification to meet IATA standards. Preparation and standardization of the work processes for ISO 27001 certification.

May 2014 – July 2017

Regional Sales Manager West at Air Serbia, Head office, Belgrade

Sales Manager and Representative Office Manager for Western Hemisphere - Germany, Switzerland, Austria, Benelux, Scandinavia, Italy, France and Great Britain as well as for **USA** and **Canada** from May 2014 until June 2016 - the launch date of the new Belgrade - JFK flight. **Managing a team** of 50+ employees (headquarters and abroad). **Responsible for** the sales budget, defining sales targets, planning and execution of the sales strategies and activities, negotiations with the Key Accounts – Travel Management Companies, retail travel agencies, tour operators and travel agencies responsible for deportee business. Responsible for **development** of new routes and **Project Management**. Participating in **staff recruitment and training**, as well as **field marketing**, pricing, negotiations with local suppliers. As a Member of the working group "**Etihad Airways Partners**", having the mandate for harmonization of sales strategies and sales activities

within Western Europe, contributing to the project development and competitiveness of the EAP group.

May 2010 – May 2014

Regional Country Sales Manager at Alitalia CAI., Representation office, Belgrade

Managing the representation office, head of 4 town office and 2 airport staff. Responsible **Serbia, Montenegro, Croatia, Bosnia-Herzegovina, Macedonia** budget, sales targets, regional product and **new routes development**, liaison with the local **Civil Aviation Authorities**, airport authorities and home carriers, negotiation with local suppliers and **HR** matters and staff hiring. Representative at the **IATA LCAG** and **APJC**.

March 2004 – April 2010

Sales & Services Manager at Swiss International Air Lines, Representation office, Belgrade

Head of 6 town & airport office staff. Responsible for sales targets for **Serbia and Montenegro** and offline countries (**Macedonia, Croatia, Slovenia and Bosnia & Herzegovina**) Pricing Management & Sales Analysis. Key Account Manager. Shared responsibility with local GM over development of new routes, staff hiring, liaison with **CAA**, airport and home carriers. Representative at the **IATA LCAG** and **APJC**, responsible for accreditation of Travel Agencies.

December 1994 – March 2004

Sales & Services Manager & Deputy General Manager at Swissair, Rep.office, Belgrade

Head of 4 town office and sales staff, Responsible for sales including marketing, pricing and customer relations. Responsible for agency support – agency distribution. Local Instructor – Training Coordinator

March 1992 - May 1994

Reservation and Ticketing agent at Travel Best, Perth, Australia

June 1987 – November 1991

Airport Agent at Swissair, Representation office, Belgrade

PROFESSIONAL AND PERSONAL REFERENCES

1. Mr. George Petkovic, Vice President Americas
Company: **Air Serbia**, New York
email: george.petkovic@airserbia.com
Phone: +1 646 673 7209

2. Mr. Thirerry Aucock, Senior Vice-President Commercial Operations (Europe & Russian Federation)
Company/ **Emirates**, Dubai (previously **Alitalia CAI** – General Manager Sales Europe)
email: Thierry.aucoc@emirates.com
mobile: +971 56 226 1717

3. Ms. Ana Arsic, Finance Manager
Company: **Qatar Airways**. Belgrade (previously **Lufthansa, Swissair/Swiss** - Finance Manager)
email: ana.arsic011@gmail.com
mobile: +381 63 342 637

4. Mr. Gordan Balen, ISS Manager Balkans
Company: **IATA International Air Transportation Association**, Zagreb
email: baleng@iata.org
Phone: +385 98 380 712

5. Mr. Malte Bischoff
Company: **Swiss International Air Lines**, Zurich
Position: Director, Head of Business Development and Alliances,
Sales and Marketing Europe
email: malte.bischoff@swiss.com
Phone: +41 44 564 61 74

6. Mr. Zlatko Kovac
Company: **International Federation of Red Cross & Red Crescent Societies**, Geneva
Position: Program Management Coordinator, Rights of Migrants in Action
Programs and Operations
email: Zlatko.Kovac@ifrc.org
Phone: +41797083119