



IVANA HERCEG BATIC

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ABOUT ME

Seasoned marketing & trade marketing professional with over 20 years of experience in FMCG (international & local companies). In love with strategy, but also deep understanding of execution, consumer, shopper and customer. Leader with skills to truly develop people and build their capabilities. Self-driven, energetic, leading by example and dedicated to setting and delivering objectives.

EDUCATION & COURSES

Corvinus University of Budapest / Maastricht University (June 2025)

·Executive MBA, Corvinus University and Maastricht University, double degree postgraduate program

Faculty of Economy, University of Split, Zagreb, Croatia (October 2010)

·Accounting and Finance

Centar za Strane Jezike Vodnikova, Language School

·Business English Course, 10th level.

Svjetski Jezici, Language School

·Finished 5 levels of Spanish language

LEAP (leadership excellence accelerates performance)

advanced training with Harvard business review module, Coca-Cola University, 2020

Sales and Marketing (Nestlé Course, Milan Rive Reine official training center, Italy, November 2006).

Advanced Marketing & Sales Seminar (Nestlé course, Vevey Rive Reine official training center, Switzerland, January 2010).

SKILLS

brand building, brand development, brand management & planning, shopper marketing, retail marketing, consumer insights, business acumen, integrated marketing planning, category development, new brand development, P&L understanding, people leadership, strategic thinking, advertising, strong strategic know how with ability to translate into action plans.

LANGUAGES

Proficiency in English

Conversational in Spanish

EXPERIENCE

INA d.d.

Director of Retail Marketing & Loyalty

- Responsible for Marketing of Ina Consumer Services & Retail department

- Managing and driving the business planning process and execution at over 400 Ina Service Stations

- Driving Ina Loyalty with focus on growing base of new users and activation of existing users, in order to generate incremental revenue & margin
 - Driving brand development of Ina retail fuel portfolio & gastro concept Fresh Corner
 - Leading the team of 10 professionals at different levels of professional phases
 - Cross functional collaboration with Offer department, Sales & Operations, Network Development, Legal, Corporate communications and departments, also in Bosnia & Herzegovina, Slovenia and Montenegro.
- ACHIEVEMENTS:** Ina Loyalty acceleration, reaching over 815.000 registered users and over 300.000 monthly active users, increasing loyalty users' frequency and basket size, driving brand development of Fresh Corner brand and reaching 95% brand awareness, successful implementation of Ina Loyalty new features and utilization of those features in customer activations, successful implementation of fuel brand changes at 400 service stations. Winner of Retail marketing head of the year 2023 in whole MOL Group.

The Coca-Cola Company (July 2020 - May 2022)

Marketing Manager Adria (Coca-Cola, Fanta, Sprite, Schweppes, Smartwater, Fuzetea, Cappy, Adez)

- Leading the great team that shapes the present and future of our legendary brands and drives best in class deployment of TCCC Global / BU brand strategies on Adria markets
- Managing and driving the business planning process and execution with different stakeholders
- Constantly challenging myself, my team and organization to ensure results and effectiveness, initiator of gap closing activities & solution giver
- Fully responsible for The Coca-Cola Company Adria marketing plans & execution and consumer KBIs
- Responsible for people development & stakeholders management

ACHIEVEMENTS: successful creation of local IMC (Coke football & Luka Modric), resulting in excellent consumer response & engagement of all stakeholders while leveraging networked organization, Coke app consumer communication platform & transaction driver tool - dedication & excellent plans resulting in being best practice market in SEE. People development & enablement resulting in 2 people upgraded to the roles in Central team.

The Coca-Cola Company (June 2019 - May 2022)

Senior Brand Manager SSD Adria (Coca-Cola, Fanta, Sprite)

- Driving TCCC sparkling business with creating local strategy based on Global / BU guidance
- Development of engagement strategies and creation of attractive and rewarding brand experiences in line with Global / BU concepts
- Working in partnership with communication agencies (creative/media) and ensuring all brand communication contributes to enhancement of the brand image
- Inspiring our Bottler with great understanding of business, consumer & shopper

ACHIEVEMENTS: Coke & Meals loyalty communication & loyalty resulting in over the top results regarding sales & brand KBI consumer connection to Coke & Meals, Shake & Take consumer engagement & transaction tool being the best practice and a base for developing Coke app central application.

Cedevita d.o.o., Atlantic Grupa (February 2016 - June 2019)

Marketing Manager Cedevita SBU Beverages

- Responsible for all Cedevita brands (in home, horeca, teas, candies & on the go bottle)
- Leader and the architect of the regional, functionally aligned brand strategy. Tracking and monitoring the performance, brand health and strategic alignment.
- Complete brand development across all Cedevita categories, new products development end to end
- I&R responsibility & P&L management
- Managing team of 5 brand managers, leading projects with multifunctional team (production, supply chain, marketing, finance, sales)
- Strong & daily basis cooperation with sales in terms of volumes, price promo strategy, customer strategy
- Developing I&R strategies & financial studies for new factory lines implementation & team member of EU funds resources requests
- Responsible for creating strategies for Cedevita brand building outside Adria (Austria & Germany)

ACHIEVEMENTS: IMC & transaction driver 'Osvoji Ficu u kaficu' having outstanding results and getting Effie prize, successful launch of Cedevita Chia Fresca new product in HoreCa, getting EU funds on new project Cedevita less sugar for new production line as project member together with production and Rudjer Boskovic Institute.

Cedevita d.o.o., Atlantic Grupa (October 2015 - February 2016)

Regional Senior Brand Manager Cedevita

- Responsible for Cedevita In Home brand (all countries)
- I&R responsibility and P&L management
- Development of ATL and BTL activities and Brand Plans for all countries within responsibility

ACHIEVEMENTS: Successful Cedevita Kids rebranding (enhancing visibility, brand edge and getting closer to target group), negotiations and implementation of Cedevita branded permanent shelves in 150 Konzums in Adria.

Nestlé Adriatic d.o.o. (April 2010 - October 2015)

Regional Brand Manager NESCAFÉ Cappuccino & Dolce Gusto

- Marketing planning and strategy setup for long term view
- Full P&L management & budget planning in coordination with Commercial Accounting department.
- Creation of defense plans
- Marketing budget allocation: media, non-media and research. Budget follow-up and control.
- Trade and consumer promotions organization
- PR events coordination
- Launch & management of brands / product segments, together with contacting the factories, developing artworks and coordination with Supply Chain for the new products.
- Product positioning, pricing and placement
- Consumer research preparation and implementation in cooperation with Research and country teams
- Implementing sales tracking tools & Analyzing retail data
- Rating the promotion success
- Seeking new segment opportunities & white spots
- Initiating qualitative consumer research and applying learning from other markets
- Coordination of marketing agencies: media, creative, production, promotion & research
- Plan execution coordination - distributor's management
- Distributor's presentations and sales force presentations and plan communication.
- Coordinated other regional offices in daily work.
- Developed different kinds of POS material for the brand.
- Organized numerous prize-winning games, E2E and pre-post evaluations & learnings
- Presentation of new coffee system (coffee machine + coffee) to the retailers, food and electro.
- Coordination of NESCAFÉ Dolce Gusto project starting from planning, organizing multifunctional team, daily contact with factory to making selling strategy for the retailers and execution of the plan.

ACHIEVEMENTS: Successful launch of completely new category (coffee machine capsule system) NESCAFÉ Dolce Gusto (in Croatia, Serbia, BiH, Macedonia and Montenegro) resulting in sell out +40% vs target. Nestle Adriatic was one of the most successful markets in Europe both in sales of machines, capsules and premiumization journey.

Nestlé Adriatic d.o.o. (January 2009 - March 2010)

Junior Brand Manager NESCAFÉ

- Marketing planning and strategy setup
- Full P&L management & budget planning in coordination with Commercial Accounting department.
- Marketing budget allocation: media, non-media and research. Budget follow-up and control.
- Trade and consumer promotions organization
- Launch & management of brands / product segments, together with contacting the factories, developing artworks and coordination with Supply Chain for the new products.
- Product positioning, pricing and placement
- Consumer research & analyzing retail data
- Initiating qualitative consumer research.
- Applying learning's from other markets
- Coordination of marketing agencies: media, creative, production, promotion & research
- Plan execution coordination - distributor's management
- Distributor presentations and sales force presentations and plan communication.
- Developed different kinds of POS material for the brand.

- Organized numerous prize-winning games, from the idea to the whole implementation and pre-post evaluation.

Nestlé Adriatic d.o.o. (June 2005- December 2008)

Assistant Brand Manager NESCAFÉ

- Assisting to Regional Business Manager in all marketing activities
- Detailed control of marketing budget
- Weekly and monthly budget reports creation
- Daily contact and interaction with Demand Planning, Logistics, Sales and Finance
- Execution of marketing plans in terms of BTL and ATL activities
- Development of product artworks and coordination of the artwork agency
- Coordination with factory on daily basis

Nestlé Representative Office in Croatia (March 2002 - May 2005)

Personal Assistant to Managing Director and Office Secretary

- As Office Secretary and Personal Assistant to Managing Director oversaw a variety of tasks to ensure that the Nestlé Country Office was running smoothly on a daily basis.
- Receipt and maintenance of all office inventory supplies , including stocks and products.
- Contacted and networked with various vendors to ensure best price offers for all office supplies and products.
- Ensured timely delivery of products & was the main POC between office and all local and international vendors.
- Organized and scheduled all meetings and office conferences.
- Organized regional meetings for company representatives.
- Organized travel for company representatives and was the main POC between the company and travel agencies, hotels and venues (always searched for cost-effective solutions).
- Completed presentations and undertook all written correspondence and letters for Nestle Managing Directors.
- Maintained all of the Nestle Managing Directors' files and archives and corresponded with clients and vendors.
- Communicated daily in fluent English and Croatian with Nestle representatives all over the world

Embassy of the Republic of Croatia, Washington, DC (June 2000 - January 2002)

Accounting expert

- Produced numerous factsheets, press reports and articles for the Embassy concerning the state of affairs in Croatia and distributed these to Congressional and Senate staffers.
- Established and maintained contacts with key figures in the Croatian legislative, judicial and executive branches of government, including the Ministry of Foreign Affairs, Ministry of Defense, Ministry of the Interior, Office of the President, the Office of the Government and other key state offices.
- Assessed, analyzed and prepared numerous workplans, budgets and fiscal reports.
- Made monthly reports to the Ministry of the Foreign Affairs in Zagreb
- Worked on salary calculation, made all the embassy payments & budgeting
- Took care of the office supplies and stationery, looking for the best offers from suppliers for office stationery as well as for the embassy needs.
- Covered the entire Ambassador's secretary work when his secretary was away, helped organizing big receptions and events in the embassy.

Ministry of Foreign Affairs of Croatia, Zagreb, Croatia (October 1999 - June 2000)

Trainee in Department of Finance and Accounting

- Responsibilities included the preparation of budgets, quarterly and bi-annual fiscal planning, organization of meetings and conferences, and annual budgetary forecasts for the entire Ministry.
- Was in charge of overseeing and following the Department of Finance's Office for Foreign Missions.
- Covered financial issues important to the Ministry and also prepared payrolls for the employees, spreadsheets and organized inventories.