



Ajla Alimanović

GENERAL MANAGER / MANAGEMENT AND BUSINESS CONSULTANT

Profile

Attained industry-recognized results as a GM and a member of the senior team in FMCG, INSURANCE and RETAIL industry.

Accomplished in corporate restructuring and turnaround of multi-division organizations. Recognized for sound fiscal and operational management and strategic partnerships resulting in increased sales, enhanced profitability and reduced costs.

Practical experience with M&A, post merger integrations, strategic negotiations, team-building and leadership skills coupled with insights into emerging opportunities, trends and challenges in the market.

Flexible, enthusiastic, proactive and results driven person.

Employment History

General Manager, iNovine BH, Sarajevo

APRIL 2020

Leading retail company transformation behind COVID challenges. Successfully implemented restructuring of retail network and back office. Delivering profit initiatives (value through smart pricing, positioning and active sales), strategic brands shares growth and cost efficiencies (overheads, rent expenses, variable salary).

Simplifying business through merger of all retail companies in BiH into 1.

Managing director, Croatia osiguranje d.d., Sarajevo

OCTOBER 2018 – APRIL 2020

Successfully implemented company transformation and restructuring with lean back office. Putting in motion performance management with special focus on sales team structure, KPI-s and compensation package. Managing complex negotiations and public tenders. Reverting the profitability trend to positive, enabling company's future growth and sustainability.

General Manager, iNovine BH/Opresa, Sarajevo

APRIL 2014 – OCTOBER 2018

Delivering M&A targets (acquisition of FDS and BTH retail businesses) and post merger integration. Business transformed from unsustainable kiosk retailer and regional distributor to a leading CTN retailer in market. Achieved significant cost savings by driving synergies in retail network – POS optimization, restructuring BO and negotiating better terms with all suppliers. Adjusted and implemented procedures, internal rules and financial requirements.

Improved press distribution company P&L through logistics sharing project, implementation of new trade terms policy and optimizing overheads.

Retail BU director, iNovine BH/Opresa, Sarajevo

JUNE 2012 – MARCH 2014

Leading and developing Purchasing, Retail, Marketing and Logistics departments.

Implemented company rebranding, new outlets design, and merchandising standards.

Putting work flow procedures in place. Creating competitive edge: new marketing strategy, suppliers relationships and motivated team.

Details

Mustajbega Fadilpašića 3
Sarajevo, 71000

Bosnia & Herzegovina

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NATIONALITY

Bosnian

DRIVING LICENSE

B

DATE / PLACE OF BIRTH

18.11.1983.

Sarajevo

Links

[Linked in](#)

Skills

Teamwork

Communication Skills

Management

Ability to Work Under Pressure

Leadership

Languages

English

Hobbies

Mountain hiking, Skiing,
CrossFit.

Country Manager, Procter&Gamble, Sarajevo

JUNE 2010 – JUNE 2012

Remodeling distributor's way of working. Ensuring and controlling Distributor Operations execution. Accountable for leading and developing team of 155 employees. Responsible for 60M EUR Net of Sales and leading-controlling budgets of 11EUR mn yearly. Implementing procedures improvements (compensation package for distributor, simplified reporting and analysis, simplified work flow and development plan). Developing Shopper Based Design knowledge in trade, category management processes, mix margin projects with positive influence on customers gross margin, cash flow management, optimizing inventory level, conducting ROI analysis. Leading major Business reviews with Distributors and key customers identifying building business opportunities.

Market Strategy and Planning Manager West Balkans, Procter&Gamble, Belgrade

JUNE 2009 – JUNE 2010

Developing brand strategies for Gillette, Oral Care and Duracell business in West Balkans region (Serbia, B&H and Montenegro). Coaching sales people of category knowledge, deploying Key Business Drivers. Developing category improvements in Modern Trade. Creating distribution extension in Traditional Trade via Alternative Channels. Reporting to Regional brand directors and conducting business reviews.

Unit manager, Procter&Gamble, Sarajevo

OCTOBER 2007 – JUNE 2009

Managing a team of Key Account managers and sales reps in charge of the biggest Bosnian accounts. Conducting negotiations on business plans and projects with customers.

Key Account Manager, Procter&Gamble, Sarajevo

MARCH 2006 – OCTOBER 2007

Managing a Grocery portfolio at key customers. Leading business development for biggest accounts. Responsible for selling shopper-based value creation solutions and delivering volume, net of sales and leadership in-store presence. Identifying business building opportunities for company brands. Leading team of promoters and merchandisers.

Education

Master of Management, University of Sarajevo, Sarajevo

OCTOBER 2010 – OCTOBER 2012

Graduated with 9,4 grade at Master program - School of Business and Economics Sarajevo.

Bachelor of Economics, University of Sarajevo, Sarajevo

OCTOBER 2003 – OCTOBER 2007

Experienced trainer and moderator

Strategic Selling

Customer business development

Category management

Negotiations

Situational Leadership

Train the sales trainer

Time management

Soft skills - people and communication skills, business writing, presentation skills

Change management

Finance for non-finance people

Performance management

References

References available upon request

Courses

Extra-curricular activities

Raising stars program, Procter&Gamble

Volunteer experience: Leading training program on "Finding a perfect job" for students covering: preparation of CV and cover letter, communication skills and interview preparation.

Advisor for EBRD, EBRD

Conducting transformations of SME's as per EBRD requests. Conducting internal and external business analysis and proposing improvements throughout business units of the client. Creating reports and strategic plans. Putting in place KPI's and performance management.