

## CURRICULUM VITAE

Proposed role in the project:

1. **Family name:** SIMIC
2. **First names:** Sladjana
3. **Date of birth:** 19<sup>th</sup> August 1973
4. **Nationality:** Serb, BiH
5. **Civil status:** Single
6. **Education:**

Institution [Date from - Date to]	Degree(s) or Diploma(s) obtained:
Faculty of Economy, University Tuzla [2002-until now]	<i>*Ongoing -Student of the postgraduate study for a title Master of Art at the University Tuzla/Faculty of Economy (Marketing)</i>
Faculty of Economy, University of Tuzla [1993-1998]	<i>Bachelor of Arts – graduated economist Management of Business Processes</i>

7. **Language skills:** Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

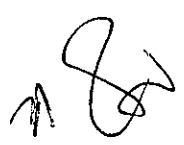
Language	Reading	Speaking	Writing
Bosnian-Serbian-Croatian	1	1	1
English	1	1	2

8. **Membership of professional bodies:** International Business Forum "Perspectives" Tuzla
9. **Other skills:** Computer literacy: MS Word, MS Excel, MS Power Point, Internet; Good organisational skills, Excellent communications skills, Skills relevant to team work
10. **Present position:** Director of the Consulting Company Agenore Brcko District BiH
11. **Years within the firm:** 10 years
12. **Key qualifications:** (Relevant to the project)

- Experience in regional and local economic development in BiH, and promoting EU practices in RED and LED development tools
- Experience in providing consulting services, trainings and technical assistance in strategic planning of economic development and sectoral development based on the participatory approach for different clients: governments and municipalities, donors, and NGOs.
- Experience and practice in Project Cycle Management, including training delivery on PCM EU methodology and practise in preparation of project proposals.
- Experience in conducting socio-economic analysis and researches on economic and SME development.
- Experience in establishing of public-private partnership in planning the development actions.
- Organising and facilitating conferences, workshops, and other business events.
- Team leading team skills for projects and within companies.

13. **Specific experience in the region:**

Country	Date from - Date to
BiH	1998 to date

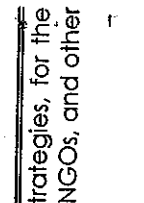


**14. Professional experience**

Date from to	Location	Company	Position	Description
<p>Feb. 2006 to today</p>	<p>Breko District and Sarajevo, BiH</p>	<p>Agenore d.o.o.</p>	<p>Director</p>	<ul style="list-style-type: none"> <li>▪ Providing consulting services to international companies in preparation of proposals for tenders in BiH;</li> <li>▪ Providing consulting services to local organisations on project development in line with PCM;</li> <li>▪ Providing consulting services to SMEs in Business Planning, Marketing and Communications, Human Resource Development;</li> <li>▪ Providing services to municipalities and higher level government in strategic planning and drafting development strategies for different sectors (economic development, agriculture and rural development, environment protection etc.);</li> <li>▪ Preparation of Development Project Proposals for various local and international donors funds;</li> <li>▪ Co-ordinating work of consultants from the pool of experts for the key sectors</li> </ul> <p>As Agenore Director, I was involved in the donor funded project management activities in the backstopping team for the following project, for which Agenore is a local partner in the consortium:</p> <ul style="list-style-type: none"> <li>- <b>"Capacity building of the office of the Coordinator for Public Administration Reform" financed by the EU (Sep 2009-March 2011)</b></li> </ul> <p>The specific project purpose is the timely implementation of the Strategy for the public administration reform through continued targeted capacity building of the PARCO and professional advice and guidance for the implementation of the PAR Strategy and the AP2</p> <ul style="list-style-type: none"> <li>- <b>EU support to SME and Regional Economic Development in BiH (EU RED II) [Dec. 2005-Oct. 2007].</b></li> </ul> <p>The Project main objectives were related to:</p> <ul style="list-style-type: none"> <li>• To support the establishment of a comprehensive institutional and legal framework for Small and Medium Enterprise (SME) promotion and development, in line with the BiH SME Development Strategy, the EU Charter on SMEs and To strengthen economic regions and the regional development framework, in line with EU practice.</li> </ul>
<p>May-Oct 2009</p>	<p>Tuzla</p>	<p>Entrepreneurship Development Centre Tuzla</p>	<p>Trainer</p>	<p><b>Project: "Business Management Training for potential entrepreneurs", funded by Micro-Finance Organisation "PARTNER Tuzla through the World Bank fund</b></p> <p>- Preparation of training material and delivery of training on the topic "Preparation of a business plan".</p> <p><b>Project: Business Development Services Market Assessment"</b></p> <p>UNDP SRRP has developed a Business Development Services (BDS) Activity with the objective of providing a sufficient level of business development services, and creating a conducive business environment. The objective of the assignment was to conduct business development services market assessment in Srebrenica, Brtunac and Milici municipalities and provide recommendations aiming at improving the current business development services in the Srebrenica region. Through this assignment, Local Consultant worked with the International Consultant to perform the following: Identify BDS market size, MSMEs sector's profile, needs in BDS and current services, as well as providers' strengths and weaknesses. These project recommendations will be used to identify further interventions related to the improvement of the quality business development services and their relevance to the MSME sector in Srebrenica and thereby improving the regional business environment.</p>
<p>Feb-May 2009</p>	<p>Srebrenica</p>	<p>UNDP-United Nation Development Programme</p>	<p>Local Consultant</p>	<p><b>Project: Employment Strategy of Tuzla Canton for the period 2009-2013</b></p> <p>- Expert in the team for strategy development - defining goals, measures and projects in the following fields: Employment generation and entrepreneurship development, human resource development, reform of education system, to harmonisation with needs of a labour market and mobility of the work force.</p>
<p>Jan-May 2009</p>	<p>Tuzla</p>	<p>Economic Faculty Tuzla</p>	<p>Expert</p>	<p><b>Project: Employment Strategy of Tuzla Canton for the period 2009-2013</b></p> <p>- Expert in the team for strategy development - defining goals, measures and projects in the following fields: Employment generation and entrepreneurship development, human resource development, reform of education system, to harmonisation with needs of a labour market and mobility of the work force.</p>

Oct 2008	Tuzla	Entrepreneurship Development Centre Tuzla	Trainer	<p><b>Project: "Entrepreneurship education", funded by the Tuzla Canton Government</b></p> <ul style="list-style-type: none"> <li>- Preparation of training material, and delivery of training on the topic "Business planning" – market analysis and marketing.</li> </ul>
May-Dec 2008	Tuzla	Global Entrepreneurship Monitor Project – Entrepreneurship Development Centre Tuzla	Member of a GEM National Team	<p><b>Global Entrepreneurship Monitor (GEM) Project 2008</b></p> <p>The Global Entrepreneurship Monitor (GEM) research program is an annual assessment of the national level of entrepreneurial activity. GEM 2008 conducted research in 43 countries. This research consists of the two following components: Adult Population Survey, and National Experts Survey, based on the standardised questionnaires for all countries involved in GEM. Collected data are being evaluated and published in the GEM Global Report and GEM National report.</p> <p>Members of the BiH National GEM Team are involved in:</p> <ul style="list-style-type: none"> <li>- coordination of APS conducted by hired local survey company,</li> <li>- conducting interviews of local stakeholders for NES research,</li> <li>- writing national GEM Report for BiH.</li> </ul>
Oct. 2008 - Dec. 2008	Bricko District, BiH	Agencije Bricko District BiH	Project Manager	<p><b>Project: "Drafting Operational plan/Action plan for Agriculture, Food-Processing and Rural Development for Bricko District of BiH for the period 2009-2013, funded by the Bricko District Government"</b></p> <ul style="list-style-type: none"> <li>• Interviewing local actors and collecting project proposals related to the agricultural sector development.</li> <li>• Developing project fiches for the Action plan in cooperation with the hired agricultural experts (about 70 projects).</li> </ul>
April 2008	BiH	Eurecna Italy,	BiH Regional Researcher	<p><b>Independent feasibility study for the Regional Center of Entrepreneurial Learning for the Countries of South-Eastern Europe</b></p> <p>Funded by Ministry of Economy Labor and Entrepreneurship in Croatia. The main goal of the research was related to the following:</p> <ul style="list-style-type: none"> <li>- An update on the factual information in the relevant chapters of the EU Charter for Small Enterprises,</li> <li>- Qualitative information about the opinions and desires of key policy makers in the area to gain their opinion on the desirability and feasibility of a regional entrepreneurial learning centre.</li> </ul>
Jan.-April 2008	BiH	Economic Faculty Tuzla-Independent Research Team	SME Researcher	<p><b>Research: EU SME Charter implementation in the Tuzla Canton of BiH in 2007</b></p> <p>Funded by the Ministry of Education, Science and Sport of Tuzla Canton. The main goal of the research was related to the following:</p> <ul style="list-style-type: none"> <li>- to interview local stakeholders and evaluate the data on current situation;</li> <li>- to analyse the SME index for the Tuzla Canton in line with the OECD methodology and compare the situation in Tuzla Canton to the overall situation in BiH. This research resulted in the identified level of implementation of the EU Charter for SMEs in the entrepreneurial policies of Tuzla Canton. The report is organised in 10 chapters, in accordance with the chapters of the EU Charter for SMEs, and it was published in the specific brochure. The results of this research are also presented at the International Conference on entrepreneurship, innovations and regional development, held in Macedonia, in May 2008.</li> </ul>

Dec. 2007 to Dec 2008 (35 days)	Srebrenica, BiH	UNDP in BiH- SRRP Project in Srebrenica	ST Expert Marketing Specialist	<p><b>UNDP Srebrenica Regional Recovery Project – Wood-cluster DRINA-DRVO.</b></p> <ul style="list-style-type: none"> <li>Providing marketing consultancy to the wood-cluster "DRINA-DRVO" in promoting cluster member companies;</li> <li>Conducting training need analysis of cluster members;</li> <li>Delivering trainings for strengthening marketing capacities of the cluster members;</li> <li>Developing marketing and communication strategy of the cluster and preparation of the promotion tools, e.g. web site promotional catalogue, press releases etc.</li> <li>Developing Advocacy Strategy of the Cluster</li> </ul>
Jan - Sep. 2008	Tuzla Canton, BiH	Agenore Brcko District BiH	Project Director	<p><b>Project "Drafting Agriculture Development Strategy for Tuzla Canton of BiH for the period 2009-2013, funded by the Tuzla Canton Ministry for Agriculture"</b></p> <ul style="list-style-type: none"> <li>Interviewing local actors and collecting information and data related to the agriculture, food-processing industry and rural development;</li> <li>Conducting socio-economic analysis of the agricultural sector;</li> <li>Developing the strategic vision, goals, measures for agriculture, food-processing and rural development</li> <li>Developing the Action Plan for the five years period for the strategy implementation</li> </ul> <p><b>Project "Drafting Agriculture, Food-Processing and Rural Development Strategy for Brcko District of BiH for the period 2008-2013, funded by the Brcko District Government"</b></p> <ul style="list-style-type: none"> <li>Interviewing local actors and collecting information and data related to the agriculture, food-processing industry and rural development;</li> <li>Developing the strategic vision, goals, measures for agriculture, food-processing and rural development</li> </ul> <p><b>Project "Drafting Environment Protection Strategy for Brcko District of BiH for the period 2008-2018, funded by the Brcko District Government"</b></p> <ul style="list-style-type: none"> <li>Interviewing local actors and collecting information and data related to the environment sectors: air, water, land, nature;</li> <li>Conducting current situation analysis of the environmental sector;</li> <li>Developing the strategic vision, goals, measures for environment protection;</li> <li>Developing the Action Plan with environment projects for a ten years period</li> </ul>
Nov. 2007 - Feb. 2008	Brcko District, BiH	Agenore Brcko District BiH	Project Director	<p><b>OECD SME Policy Index for 2006 in BiH – Producing the SME Policy Index Paper for Bosnia and Herzegovina:</b></p> <ul style="list-style-type: none"> <li>carrying out independent review of the SME policy index 2006, report for BiH;</li> <li>making a revised version of the BiH Governments view of progress made;</li> <li>producing the revised SME index was prepared indicating where the government's assessment might be adjusted up or down the index, highlighting the index level and providing a brief explanation. Report is organized into the 10 sections of the EU Charter for SMEs.</li> </ul>
Nov 2007 - Jan. 2008	Brcko District, BiH	Agenore Brcko District BiH	Project Director	<p><b>Project "Building and Strengthening Capacities of NGOs" funded by UNDP SUTRA II :</b></p> <ul style="list-style-type: none"> <li>Delivering training on Business Planning for NGOs in Samac;</li> <li>Delivering training on Project Cycle Management for civil servants and NGOs;</li> <li>Developing the brochure "How Non-Governmental Organisations Work"-practical guidelines</li> </ul> <p><b>European Union Regional Economic Development Project in BiH (EU RED I)</b></p> <ul style="list-style-type: none"> <li>Developing project's communication at business and institutional level and co-ordination of collaboration with local institutions and organizations in regard to the establishment of economic regions in BiH, particularly with the municipalities</li> <li>Co-ordinating project activities in regard to the RED Nation Forum Working Group establishment and capacity building through trainings and study tours on RED Policy and Structural Funds of the EU;</li> <li>Co-ordinating the Steering Committee work (representatives of MoFIER, and relevant Ministries from the two Entities (FBiH and RS));</li> <li>Co-ordinating communications between project offices and the five RDAs in the five identified economic regions in BiH in regard to the preparations of the RED Strategies in BiH;</li> <li>Co-ordinating and moderating project activities in regard to organising regional conferences and training on topics in</li> </ul>
Nov. 2006- Jan. 2007	Sarajevo, BiH	Eurecna Italy	Local Expert	
May - Jul. 2006	Brcko District, BiH	CUB-Brcko Improvement Centre	Short-Term Consultant	
Sep. 2003 - Nov. 2005	Sarajevo, BiH	Eurecna Italy	Communications Adviser	

	<p>regard to EU Regional Development Policy, Strategic Planning and Building Regional Development Strategies, for the following beneficiaries: civil servants at municipal and cantonal levels, regional development agencies, NGOs, and other key economic actors in the regions.</p> <ul style="list-style-type: none"> <li>Developing and implementing the EU RED Communication and Visibility Strategy;</li> <li>Providing assistance to potential beneficiaries on applying for EU RED grants.</li> </ul>						<p>regard to EU Regional Development Policy, Strategic Planning and Building Regional Development Strategies, for the following beneficiaries: civil servants at municipal and cantonal levels, regional development agencies, NGOs, and other key economic actors in the regions.</p> <ul style="list-style-type: none"> <li>Developing and implementing the EU RED Communication and Visibility Strategy;</li> <li>Providing assistance to potential beneficiaries on applying for EU RED grants.</li> </ul> <p><b>EC Programme for Enterprise Revitalisation in BiH (EUPER)</b></p> <ul style="list-style-type: none"> <li>Delivering training for employees on marketing and sale strategy and tools, with emphasis to legal regulations for standardisations, CE mark and instruments for strengthening competitiveness.</li> <li>Technical Assistance in creation of marketing and sale strategy, conducting analysis of market by products/current and future placement trends,</li> <li>Technical assistance on the establishment of a Marketing Department in companies.</li> <li>Co-ordination of activities with the Brcko District Government, donors and stakeholders;</li> <li>Drafting development projects in accordance with PCM;</li> <li>Co-ordination of projects in regard to organising conferences and trainings for the business sector and civil servants from the District covering following issues: Strategic Planning, Project Cycle Management, Local Economic Development Instruments, Regional Co-operation, Single Economic Space and CE mark;</li> <li>Promotion of the Brcko District Economic Development Strategy and strategic projects and fund raising;</li> <li>Providing consulting services to SMEs (business planning, HRM, marketing, and finance).</li> </ul> <p><b>Project: EU OBNOVA-Regional Development Brcko</b></p> <ul style="list-style-type: none"> <li>Co-ordinating project activities in regard to organising events, conferences, and trainings for civil servants and private sector from Brcko District on the following topics: EU White Paper, EU best practices in local economic development instruments, Regional Co-operation.</li> <li>Co-ordination of project activities on the project component "Regional cooperation in the region North-East BiH, and co-ordinating regional working group activities;</li> <li>Presentation of the EU OBNOVA Project at seminars, business meetings and conferences for LED, such as Business Incubators, Job Centres, Business Support Centres etc.</li> <li>Co-ordination of the Forum Program Board work and promotion of the Forum goals and achieved results;</li> <li>Co-ordinating and fostering co-operation with the patrons and sponsors of the Forum: Council of Ministers, OHR, EC, USAID, FPA, Chambers of Commerce etc.;</li> <li>Organising and moderating conferences, seminars and workshops on topics in regard to accelerating reforms and integration process for BiH (Perspectives of regional integration of South-East Europe), economic and social reforms, Quality system, Market regulations and export promotion, Role of European Corridors, BiH in integration processes).</li> <li>Managing marketing strategies for company's projects in the country and abroad,</li> <li>Project co-ordinator for conferences and educational activities,</li> <li>Organising promotions of BiH business opportunities,</li> <li>Co-ordination of Organisational Boards work for company's projects (representatives from relevant ministries, international organisations and private sector),</li> <li>Managing events (conferences, exhibitions, promotions, presentations), media campaigns, public opinion researches).</li> </ul>
<p>Novi Grad, Vlasenica, Modrica, Banja Luka, BiH</p>	<p>Marketing Senior Consultant / Short Term</p>	<p>Eurecna Italy</p>	<p>Brcko District Development Agency (BDDA)</p>	<p>Brcko District, BiH</p>	<p>Project Manager</p>	<p>Co-ordination of activities with the Brcko District Government, donors and stakeholders;</p> <p>Drafting development projects in accordance with PCM;</p> <p>Co-ordination of projects in regard to organising conferences and trainings for the business sector and civil servants from the District covering following issues: Strategic Planning, Project Cycle Management, Local Economic Development Instruments, Regional Co-operation, Single Economic Space and CE mark;</p> <p>Promotion of the Brcko District Economic Development Strategy and strategic projects and fund raising;</p> <p>Providing consulting services to SMEs (business planning, HRM, marketing, and finance).</p>	
<p>Jan. - Oct. 2003</p>	<p>Project Manager</p>	<p>Brcko District Development Agency (BDDA)</p>	<p>Brcko District, BiH</p>	<p>Brcko District, BiH</p>	<p>Project Manager</p>	<p>Co-ordination of activities with the Brcko District Government, donors and stakeholders;</p> <p>Drafting development projects in accordance with PCM;</p> <p>Co-ordination of projects in regard to organising conferences and trainings for the business sector and civil servants from the District covering following issues: Strategic Planning, Project Cycle Management, Local Economic Development Instruments, Regional Co-operation, Single Economic Space and CE mark;</p> <p>Promotion of the Brcko District Economic Development Strategy and strategic projects and fund raising;</p> <p>Providing consulting services to SMEs (business planning, HRM, marketing, and finance).</p>	
<p>Feb. - Oct. 2002</p>	<p>Short Term Expert</p>	<p>Eurecna Italy</p>	<p>Brcko District, BiH</p>	<p>Brcko District, BiH</p>	<p>Project Manager</p>	<p>Co-ordination of activities with the Brcko District Government, donors and stakeholders;</p> <p>Drafting development projects in accordance with PCM;</p> <p>Co-ordination of projects in regard to organising conferences and trainings for the business sector and civil servants from the District covering following issues: Strategic Planning, Project Cycle Management, Local Economic Development Instruments, Regional Co-operation, Single Economic Space and CE mark;</p> <p>Promotion of the Brcko District Economic Development Strategy and strategic projects and fund raising;</p> <p>Providing consulting services to SMEs (business planning, HRM, marketing, and finance).</p>	
<p>Dec. 2000- Feb. 2002</p>	<p>Project Manager</p>	<p>International Business Forum "PERSPECTIVES"</p>	<p>Tuzla, BiH</p>	<p>Tuzla, BiH</p>	<p>Project Manager</p>	<p>Co-ordination of activities with the Brcko District Government, donors and stakeholders;</p> <p>Drafting development projects in accordance with PCM;</p> <p>Co-ordination of projects in regard to organising conferences and trainings for the business sector and civil servants from the District covering following issues: Strategic Planning, Project Cycle Management, Local Economic Development Instruments, Regional Co-operation, Single Economic Space and CE mark;</p> <p>Promotion of the Brcko District Economic Development Strategy and strategic projects and fund raising;</p> <p>Providing consulting services to SMEs (business planning, HRM, marketing, and finance).</p>	
<p>Dec. 1998- Dec. 2002</p>	<p>Marketing Director</p>	<p>Promo International Tuzla</p>	<p>Tuzla, BiH</p>	<p>Tuzla, BiH</p>	<p>Marketing Director</p>	<p>Co-ordination of activities with the Brcko District Government, donors and stakeholders;</p> <p>Drafting development projects in accordance with PCM;</p> <p>Co-ordination of projects in regard to organising conferences and trainings for the business sector and civil servants from the District covering following issues: Strategic Planning, Project Cycle Management, Local Economic Development Instruments, Regional Co-operation, Single Economic Space and CE mark;</p> <p>Promotion of the Brcko District Economic Development Strategy and strategic projects and fund raising;</p> <p>Providing consulting services to SMEs (business planning, HRM, marketing, and finance).</p>	

**15. Other relevant information:**

- Training: Development Strategy Building, EU RED, 2005 ; Training: Project Cycle Management, EU RED, 2005; Training: Regional Economic Development Instruments, Slovenija, Zagorje ob Savi, September 2004; Study Visit -EU RED: A framework for Regional Economic Development, Slovenia, March 2004; Training: Business Plan Development , Brcko 2003; Training for Local Service Providers-EU QIF: "Business Plan Development and job creation"; Sarajevo, 2003; Training for Local Service Providers - EUPER, Sarajevo 2003; Study visit-EU OBNOVA Brcko: Business incubators, Industrial zones, SME guarantee funds, Employment centers, and RDA, Italy 2002
- Training: "Marketing as a tool for sales promotion", Tuzla 2000; Training: "Quality Management System - ISO 9001:2000", Sarajevo 1999