

## CURRICULUM VITAE

Roko Palmic



Ante Kovacica 7/3  
HR – 10000 Zagreb, Croatia  
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Mail: [roko.palmic@gmail.com](mailto:roko.palmic@gmail.com)  
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### PERSONAL DATA

|                    |  |
|--------------------|--|
| Born               | 04.01.1970   |
| Place of birth     | Fürstenfeld, Austria   |
| Marital Status     | Single   |
| Status             | Permanent residence permit in Croatia  |
| Nationality        | Austrian   |
| Language skills    | German - native<br>Croatian - mother tongue<br>English - fluent<br>French - basic<br>Italian - basic   |
| Education          | Elementary school-Stegersbach 1976 1980<br>Secondary school-Stegersbach 1980 1984<br>Federal Tourisms School Oberwart 1984 1987<br>Tourism Management School Bad Ischl 1987 1990 - graduation diploma  |
| Areas on expertise | Executive level manager with strong marketing, sales and operations background. Skilled negotiator with proven track record in business development, Leadership, International affairs, problem solving and strategic planning. Direct exposure to all elements of sales and marketing including direct sales, reservation sales, revenue management, channel marketing, strategic positioning, advertising and public relations. Creating and executing strategic plans that improve company profitability. |
| Key strengths      | <ul style="list-style-type: none"><li>• Exceptional sales and management abilities</li><li>• Creative and innovative thinker</li><li>• Strong analytical skills</li><li>• Dynamic leadership and motivational skills</li><li>• Owner and investor relations experience</li><li>• Outstanding communication and presentation abilities</li><li>• Development and feasibility experience</li><li>• Team Player</li><li>• Experienced at positioning and repositioning</li></ul>                                |

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**Computer skills** Hogatex – Word – Excel – SDS – Micros – Fidelio – S&C – Power Point – Opera – GPS Data

**Certificates & Testimonials**

- Certificate CORNELL University – Strategic Marketing for Hotels
- Certificate Yield management
- Certificate Training in Dorint quality-agent – TQM
- Certificate Customer Care
- Certificate Tourism –Trader
- Certificate Sales & Service Foundations
- Certificate Effective Prospecting
- Certificate FOL -Foundations of Leadership
- Certificate The 7 habits of highly effective people
- Certificate LOTS - Logical Thinking System
- Testimonial of Austrobus
- Testimonial of Dorint Hotels & Resort
- Testimonial of Austria Trend Hotel & Resorts
- Testimonial of Marriott Hotel & Resorts
- Testimonial of Sacher Hotels - Leading Hotel of the World
- Testimonial of The Regent "Esplanade", Zagreb

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### PROFESSIONAL TRACK RECORD

01.08.11-  
Current

**Managing Director/Owner - JUMPup Hospitality & Tourism Consulting  
by Deodare Ltd.**

[www.jumpup-consulting.com](http://www.jumpup-consulting.com)

- Providing Consultancy Services as:

- Market research - and market analysis of the SEE region (hotels and private accommodation, F&B market, tourist agencies, PCO and DMC agencies, the work of tourist boards, destination analysis)
- Business plans development - analysis of the current situation, competition and benchmark analysis, proposition of market positioning
- Strategic planning - comprehensive plan of strategic positioning and repositioning in the market and related tactics and actions
- Pricing and pricing positioning - competition set analysis, current pricing analysis, current price category analysis, suggestion of optimal pricing policy and rate positioning with the goal of profit maximization
- Acquisitions - consulting on sales approach and how to acquire new targets/partners
- Public relations and media relations - how to present to the media the best image of your company, project, products and yourself
- Planning of sales and marketing actions - proposing targeted sales and marketing actions in order to maximize sales results
- Branding of cities, destinations, hotels and restaurants - we make cities, destinations, hotels and restaurant recognizable and unique
- Online sales strategies (e-commerce strategies) - we will advise on how to sell your products and services online
- Internet marketing - in today's world, there is no success without the Internet. How to present and promote your business online? We would be happy to advise you
- Off line marketing -promotion and advertising offline (TV, radio, magazines, newspapers, posters, brochures, flyers)
- Human resources management consulting (head hunting and team restructuring in tourism and hospitality)

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Main clients and references:

[www.suncanihvar.com](http://www.suncanihvar.com)

[www.losinj-hotels.com](http://www.losinj-hotels.com)

02.08.10 –  
31.07.11

### **Sales & Marketing Consultant**

**via EBRD for the project Lošinj Hotels & Villas by Jadranka hoteli Ltd**

<http://www.ebrd.com/pages/project/psd/2007/38365.shtml>

<http://www.losinj-hotels.com/en>

- 6 Hotel's & 3 Villas=1500 rooms. My overall responsibility is to analyze, specify, create, identify, develop and implement sales opportunities and strategies for all business segments. Develop existing feeder markets, search and analyze new feeder markets - implement new S&M SOP's, CI and PR Campaigns - to ensure brand awareness for all segments. Restructure the sales & marketing team of over 15 employees - utilizing effective goal setting, coaching career development and results evaluation. Research and implementing of new "Proactive Sales" office in Zagreb (+ 3 employees). Involved in visibilities for the redeveloping of other existing Hotels at the Jadranka group.

01.12.04 -  
30.07.10

### **Director of Sales & Marketing - The Regent "Esplanade", Zagreb**

<http://www.regenthotels.com>

- As one of the first Regent Hotels in Europe my overall responsibility was/is to create, identify, develop and implement sales opportunities and strategies for all business segments. Work closely with world/regional sales and marketing team/hotels to attain all sales/revenue objectives. Effort concentrated on brand awareness, development and management succession planning process and recruiting of top quality sales associates. Implement revenue plans that support hotels/owner/company strategies to increase sales and market share. Responsible for all advertising buying across all media and various PR activities. Hired, trained and managed a sales & marketing team of over 11 employees - utilizing effective goal setting, coaching career development and results evaluation. Involved in development and positioning of three additional Rezidor Hotel Group properties in Croatia.

17.02.03 -  
30.11.04

### **Director of Sales & Marketing – Hotel Sacher, The Leading Hotel of the World, Vienna & Salzburg**

<http://www.sacher.com>

- Accountable for sales and marketing activities, driving revenue and market share performance for both "Sacher" Hotels. Develop overall Sales and Marketing Strategies and regional plan to grow revenue. Create, identify, develop and implement sales opportunities and strategies for all segments for each hotel. Work closely with individual hotels to assist them in attaining their sales/revenue objectives. Focused on the recruitment, development and retention of top quality sales talent. Work closely with the owner, the Leading Hotel of the world regional sales and marketing team/hotels to attain all sales/revenue objectives. Directly accountable for group and transient sales, leisure marketing, database marketing, reservation sales, revenue management, advertising, public relations and marketing communications. Hired, trained and managed a sales & marketing team of over 14 employees -

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utilizing effective goal setting, coaching career development and results evaluation.

- 06.11.00 - **Director of Sales – Vienna “Marriott” Hotel, Vienna**  
31.01.03 <http://marriott.com/hotels/travel/vieat-vienna-marriott-hotel/>  
- Accountable for Corporate/Leisure segment revenue targets and transformed business mix of the hotel to a more Corporate focus. Consistently beat revenue goals and delivered market share growth.
- 01.05.00 - **Executive Assistant Manager – Austria Trend Hotels & Resorts, Vienna**  
04.11.00 <http://www.austria-trend.at>  
- Responsible for all back & front of the house revenue driven activities - reporting, recruiting, developing, controlling – under close cooperation with GM & Headquarter.
- 01.04.98 - **Ass. Front Office Manager - Dorint Hotels & Resorts, Stegersbach**  
01.05.00 <http://www.dorint.de>  
- Accountable and responsible for all day to day FO activities.
- 15.07.92 - **General Manager - IMPA Gaststaettenbetriebs Ges.m.b.H**  
01.04.98  
- Restaurant & Bar owner - self-employed
- 01.11.91 - **Magistrate Administration Officer - Magistrate of the city Vienna**  
29.02.92
- 01.11.90 - **Project Manager - WeGe Care and Integration of maladjusted youths**  
31.03.91
- 01.06.90 - **Cultural Guide – Provincial Government of Burgenland**  
28.10.90
- 12.06.89 - **Internship - ORF-Austrobus travel agency**  
09.08.89
- 27.06.88 - **Internship - ORF-Austrobus travel agency**  
19.08.88

## HOBBIES

Culture & Travel, Inline skating, swimming, Health club, Wine & Dine, Theater, Opera, Musical, Museum, Nature, Photograph.....