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# Danijel Vilotijevic

**Highly skilled professional** with a background in civil engineering and extensive experience in sales and management. Proven track record in business development across various markets, with expertise in middle and executive management levels. Demonstrated ability to drive business growth and achieve strategic objectives., Professional, analytical, self-motivated, team- oriented, willing to acquire new knowledge and constant improvement, cooperative, etc.

## Location

Belgrade,Ser

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## Email

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## Experience

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Oct 2017-present

**Business Develop Manager | Würth Serbia | Belgrade,Ser**

- **Introduced new product** categories and strategically positioned them in the Serbian market.
- **Conducted competitive analysis** and developed a sales strategy.
- The well-defined strategy led to overproportional growth of more than 35% annually since 2018.
- **Implemented a project-oriented approach** on construction sites.
- **Trained and developed the sales force** in the Serbian market.
- Established a profitable business model in the markets of North Macedonia and Montenegro.
- Trained sales teams and set up sales foundations for product groups across various construction segments, focusing on must-sell categories.
- Understanding the market, customer needs, and competition
- Actively participated in implementing marketing campaigns that strengthened Würth's position in the construction industry. I specifically worked on promoting the Würth brand, which has become recognized as a leading brand in fire protection. I successfully established communication with designers, who now prioritize wurth FP as their first choice in their projects. Additionally, I contributed to raising awareness of Würth's Varifix range of products in Serbia, where they were previously not well-known in the market.

March 2012-October 2017

**Executive Director | Hilti Montenegro | Podgorica,MNE**

- **Established the Montenegro Market Organization (MO)** from the ground up—starting with zero turnover and no existing customer base.
- **Led the organization from the setup phase**, developing the sales team to consistently achieve targets (20% yearly growth in 2012, 2013, 2014).
- **Led negotiations and contract** formulation with key companies in the construction sector, securing long-term partnerships and favorable terms.
- **Managed contract lifecycle**, ensuring alignment with project timelines, budgets, and compliance with legal obligations.
- Achieved profitability by 2015.
- **Managed budgeting and controlling** for the MO.
- Developed and expanded the Customer Universe with a yearly growth rate of 30%.

- **Strategic Marketing Experience**
- Developed and implemented marketing strategies aimed at increasing brand awareness and market share. Key responsibilities included:
- Conducting market analysis to identify target audiences and competitive opportunities.
- Understanding the market, customer needs, and competition

March 2005-March 2012

**National Sales Manager| Hilti Serbia| Belgrade,Ser**

- Established and led the Market Organization (MO) in Serbia & Montenegro from the setup phase (2005-2008).
- **Market Expansion in Montenegro:** Successfully led initiatives to penetrate and expand business operations in the Montenegrin market, resulting in significant growth and increased market share.
- **Infrastructure and Construction Projects:** Conducted comprehensive analysis and monitoring of major infrastructure and construction projects, including assessing project viability and progress.
- **Contract Negotiations:** Negotiated terms and conditions with key contractors, ensuring favorable agreements and successful project outcomes.
- **Export and Customs Coordination:** Managed the logistics of exporting and customs clearance for goods contracted on projects, ensuring compliance with regulations and timely delivery. Built and developed the sales team in MO Serbia, achieving an average yearly growth of 25% (2006-2008).
- **Coached the sales team** daily using the SLII leadership model.
- Collaborated with technical teams to provide tailored solutions to meet client needs, ensuring compliance with Construction standards
- Created, maintained, and expanded the Customer Universe, driving 20% yearly growth.
- Set and managed sales targets for MO Serbia.

## Education

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**Bachelor of science Building Construction Tehnology** | University of Belgrade, Faculty of Civil Engineering

## Key skills and characteristics

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Occupational Skills Covered:

- Microsoft office/ experienced
- English High level

### **Certificated trainer for SLII,Hilti development program**

- **SSS** - Strategies of Successful Selling (2003, 2005, 2009)
- **FTE** - Field Engineer Training (2003, Schaan, LI)
- **MMM** - Global Mastering Marketing Management (2003, Moscow, RU)
- **MFM** - Global Mastering Foundation Management (2006, Sofia, BG)
- **Sherpa Competence Development** Module 1 (2007, Zurich Lake, CH), Module 2 (2008, Sedlbrunn, DE), Module 3 (2011, DE)
- **SRP** - Selection of Right People (2008, Zagreb, HR)
- **TTT SLII** - Situational Leadership II (2008, Schaan, LI), Certified Trainer
- **TTT** - Team Camp (2008, Paspels, CH)
- **Development Discussions Workshop** (2008, Sofia, BG)
- **LFR** - Leading for Results (2009, Sofia, BG)
- **HSM** - Hilti Sales Management (2008, Schaan, LI)
- **TTT** - Train the Trainer for HSM (2008, Schaan, LI)