



## Alan Račić

**Date of birth:** 14 Oct 1985 | **Nationality:** Croatian | **Gender:** Male |

**Phone number:** (+385) 989482616 (Mobile) | **Email address:**

[alan.racic@hotmail.com](mailto:alan.racic@hotmail.com) | **Address:** Jurjevska 21, 10000, Zagreb, Croatia (Home)

### WORK EXPERIENCE

31 AUG 2017 – CURRENT Zagreb, Croatia

#### **CO-FOUNDER AND CEO OF CONVENTUS GLOBAL LTD (FORMERLY CONVENTUS ADRIA LTD) CONVENTUS GLOBAL LTD**

- Consulting for organizing tailor-made MICE projects in Croatia, Slovenia, Montenegro and Bosnia
- Co-creation, management and supervision of company infrastructure
- Co-creation of company business strategy and activities
- Co-creation, planning of marketing and sales strategy for international and domestic market
- Creation of the MICE reputable suppliers database that includes hotels, venues, restaurants, transfer services, activities in Croatia, Slovenia, Montenegro and Bosnia
- Defining the pricing terms with suppliers for each year
- Lead manager of international marketing and sales activities
- Creation of the company's digital marketing strategy, visual concept of the website and writing of the website text in English, German and Croatian
- Creation of the company's digital marketing strategy – on website and social networks
- Achieving the founding of an exclusive representative office in the USA with Mr. David Spain for conducting business on the North American tourism market for Croatia and its neighboring countries on behalf of Conventus Adria Ltd
- Leading the Conventus Adria Ltd showcase and business meetings at specialized MICE fairs and workshops such as SMU International New York 2018, IMEX Exhibition Frankfurt 2018, Partance Summer Workshop 2018 Paris, MICE Business Day 2018 Budapest
- Achieving the membership for Conventus Adria Ltd in THE Partnership DMC association in September 2018 as the exclusive representative for Croatian market
- Creation and development of tailor made Meetings, Incentives, Congresses, Events, Special Interest Tours programs for international and domestic market
- Co-creation and development of logistics department
- Co-creation and development of IT products and services for international and domestic MICE market – tailor-made websites and registration systems
- Supervision of company project
- Co-supervision of finance department
- Supervision of project operations department
- Official organizer of 11 symposiums for Croatian Department of Public Health across Croatia in the period 2019-2020. - organizing symposiums included creating a program offer with a detailed budget, in-house developing of symposium website for participant registration, communicating with lecturers and professional medical participants, preparing and executing the projects at Croatian venues
- Owner and organizer of tailored unique adventure tourism products in Croatia in cooperation with Croatian Mountain Rescue Service members
- Owner and organizer of the unique CrossFit on the beach event called "CrossBeach"
- Organizer of events for up to 600 people like the Integracija Ltd IT VIP event

**Address** Mesnička 37, 10000, Zagreb, Croatia

30 NOV 2015 – 31 JUL 2017

#### **MANAGER OF DEVELOPMENT FOR REAL ESTATE TOURISM INFRASTRUCTURE**

- Planning, preparation, management, cooperation with an expert team responsible for real estate tourism infrastructure development in Zagreb, Croatia

- Establishing apartments for rent in Zagreb, Croatia

31 AUG 2014 – 31 OCT 2015 Zagreb, Croatia

**MANAGING DIRECTOR AT VELADRION RESORT AUTOZUBAK ZAGREB LTD**

---

- Management of operations at Veladrion Resort
- Development of the general accommodation offer and the sales concept at Veladrion Resort and service pricing – specializing exclusively in group events – business, incentive and leisure
- Preparation of the additional services and activities program for business, incentive and leisure packages and pricing of the same
- Preparation of annual sales budget in line with the guidelines previously established with the management of the Veladrion Resort
- Development of a marketing plan and defining promotional activities in Croatian and international tourism market
- Cooperation with the external contractor in the development of the concept, design, text and other details in Croatian, English and German language for new promotional materials of Veladrion Resort: hotel offer, website, promotional brochure, promotional video
- Creating the Promotional video concept, writing the displayed text and collaborating with the director at the filming location
- Management of promotional activities on the Croatian and international tourism market: participation of Veladrion Resort in the incentive and congress tourism exhibition 'Conventa' in Ljubljana from 21 January to 22 January 2015, advertising in the magazine 'Congress', advertising on the web portal 'Business tourism'
- Monitoring finances of Veladrion Resort in collaboration with the accounting department, such as monthly operating costs, billing for clients and charging control
- Contacting and establishing cooperation with domestic and foreign clients concerning the realization of their events
- Organizing and conducting inspection visits for clients and associates specialized in bringing clients
- Organizing and operational management and monitoring the customer's events at Veladrion Resort, development of technical programs for Veladrion staff and supervision during the projects, writing welcome letters for the customers in Croatian and English

**Address** Ljudevita Posavskog 7a, 10360, Zagreb, Croatia | **Website** [www.veladrion.com](http://www.veladrion.com)

28 FEB 2014 – 31 AUG 2014 Zagreb, Croatia

**MANAGING DIRECTOR OF ZAGREB OFFICE DUBROVNIK TRAVEL LTD**

---

- Conducting operations at the Zagreb office
- Development of the new tourism products and updating the existing tourism offer and price list of Zagreb, Istria, Kvarner region and Slovenia
- Arranging and defining the terms of business with suppliers for the current year: hotel accommodation, transfers, gastronomy, cultural and incentive offer
- Monitoring finances and spending of the Zagreb office
- Monitoring and operational management of all projects, inspections and Fam Trip's of Dubrovnik Travel in and around Zagreb and Slovenia
- Development of personalized offers with the price list tailored to meet the requests of foreign clients and communication with them
- Organization and operational management of a number of incentive projects for international clients in Zagreb, Split, Dubrovnik, Bosnia and Herzegovina from 2 to 60 people
- Organization and operational management of the symposium EXCEMED for Merck Serono in Zagreb for 150 people from 3 June to 8 June 2014.

**Address** Izidora Kršnjavog 1, 10000, Zagreb, Croatia | **Website** [www.dt-croatia.com](http://www.dt-croatia.com)

31 MAY 2012 – 28 FEB 2014 Zagreb, Croatia

**PROJECT MANAGER DUBROVNIK TRAVEL LTD**

---

- Developing the general offer and price list of Dubrovnik Travel in English for the area of Zagreb, Istria, Kvarner region and Slovenia
- Operative assistance in Zagreb for the needs of Dubrovnik Travel central office in Dubrovnik
- Verification and authorisation of bill payments related to both clients and suppliers, coordination of prices in the general price list according to the Value Added Tax Act for the tourism and hospitality service
- Operational management of numerous projects in Dubrovnik for 10 to 230 persons in the period from 11 to 31 May 2013
- Organization and operational management of the conference of the European Anti Fraud Office (OLAF) in Zagreb from 13 October to 16 October 2013 for 100 people

- Co-organization and operational management of the Pfizer conference in Zagreb from 16 October to 22 October 2013 for 190 people
- Exhibition stand manager at the incentive and congress tourism exhibition 'Conventa' in Ljubljana from 22 January to 23 January 2014
- Organization and operational management of the program of the Fam trip for Belgian travel agents in Ljubljana and Zagreb from 21 January to 24 January 2014.

**Address** Izidora Kršnjavog 1, 10000, Zagreb, Croatia | **Website** [www.dt-croatia.com](http://www.dt-croatia.com)

31 JAN 2008 – 31 JAN 2008 Hove, United Kingdom

### **SALES ASSISTANT FOR IMEX FRANKFURT INTERNATIONAL CONVENTION AND INCENTIVE EXHIBITION** REGENT EXHIBITIONS LTD

---

- Contracting and communicating with international clients
- Organization and control of the exhibition space for the international clients

**Address** The Agora, Ellen Street, BN3 3LN, Hove, United Kingdom | **Website** <https://www.imex-frankfurt.com/>

31 JAN 2007 – 31 OCT 2011 Zagreb, Croatia

### **INFORMATION PROVIDER FOR THE CROATIAN NATIONAL TOURIST BOARD** CROATIAN NATIONAL TOURIST BOARD

---

- Participation in international congresses and tourism exhibitions
- Providing information to foreign clients on Croatian tourism and the country itself, in English and German
- Close communication with directors/managers of companies of potential business partners
- Implementation of activities and tasks related to the functioning of the exhibition stand at, for example: World SKAL Congress 2005 in Zagreb, with 1,100 participants, tourism managers – managing SKAL stand at the Esplanade Hotel in Zagreb

**Address** Ibler square 10/IV, 10000, Zagreb, Croatia | **Website** [www.htz.hr](http://www.htz.hr)

## ● **EDUCATION AND TRAINING**

---

3 OCT 2022 – 21 MAR 2023 Zagreb, Croatia

### **FRONT-END DEVELOPER** Algebra Ltd

---

- ReactJS
- JavaScript
- HTML
- CSS
- IDE

**Address** Gradišćanska street 24, Zagreb, Croatia | **Website** [www.algebra.hr](http://www.algebra.hr) |

**Field of study** Software and applications development and analysis

30 SEP 2004 – 30 JUN 2010 Zagreb, Croatia

### **MASTER OF ECONOMICS** Faculty of Economics & Business Zagreb

---

- Graduate university study programme in Business Economics; concentration: Finance
- Major courses: Financial Management, Financial Institutions and Markets, Tourism Geography

**Address** J.F. Kennedy square 6, 10000, Zagreb, Croatia | **Website** [www.efzg.unizg.hr](http://www.efzg.unizg.hr) |

**Field of study** Finance, banking and insurance | **Thesis** The Great Depression 1929.

Zagreb, Croatia

### **ECDL SPECIJALIST MICROSOFT OFFICE** Algebra Ltd

---

**Address** Gradišćanska street 24, 10000, Zagreb, Croatia | **Website** [www.algebra.hr](http://www.algebra.hr) |

**Field of study** Information and Communication Technologies

Zagreb, Croatia

**ENGLISH LANGUAGE 8TH LEVEL AT BERLITZ** Berlitz language center

---

**Address** Ilica 44, 10000, Zagreb, Croatia | **Website** [www.berlitz.hr/en](http://www.berlitz.hr/en)

London, United Kingdom

**ENGLISH LANGUAGE CERTIFICATE AT ST GILES** St Giles International

---

**Address** Bedford Avenue, London, United Kingdom

Vienna, Austria

**GERMAN LANGUAGE COURSE ACTILINGUA** Actilingua Academy GmbH

---

**Address** Gloriettagasse 8, Vienna, Austria

Zagreb, Croatia

**RRIF ACCOUNTING CERTIFICATE** RRiF college

---

**Address** Vlaška 68, 10000, Zagreb, Croatia | **Website** [www.rrif.hr](http://www.rrif.hr)

## ● LANGUAGE SKILLS

---

Mother tongue(s): **CROATIAN**

Other language(s):

|                | UNDERSTANDING |         | SPEAKING          |                    | WRITING |
|----------------|---------------|---------|-------------------|--------------------|---------|
|                | Listening     | Reading | Spoken production | Spoken interaction |         |
| <b>ENGLISH</b> | C2            | C2      | C2                | C2                 | C2      |
| <b>GERMAN</b>  | C1            | C2      | C1                | C1                 | C1      |

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

## ● DIGITAL SKILLS

---

Front-end programming in ReactJS, JavaScript, HTML, CSS, IDE | Expert use of Social network platforms (Facebook, LinkedIn, Instagram, X, YouTube) | Expert use of MS Office (Word, Excel, PowerPoint) | Expert use of ChatGPT | Expert use of Video conferencing software (Zoom, Google Meet, Teams, Skype)

### Communication skills

Excellent communication skills in English, German and Croatian | Excellent public speaking in a professional and confident manner

### Organizational skills

Quick mastering of technological changes | Resourceful, organized, persistent and ready for new experiences

## ● ADDITIONAL INFORMATION

---

### LETTERS OF RECOMMENDATION

Letter of recommendation by Daniel Marušić, CEO of Dubrovnik travel Ltd

---

Letter of recommendation by professor Marijana Ivanov, PhD from the Faculty of Economics and Business Zagreb

---

## **HOBBIES AND INTERESTS**

**Travelling** Discovering the cultural heritage, breathtaking nature and unique gastronomy of various countries

**IT industry** Daily following of news and trends in the IT industry

**Sport activities** Hiking, skiing, CrossFit training, swimming, tennis