

# Doc. dr Luka B. Uskoković

Professional Marketing and Sales Manager  
Teaching Professor at Faculty for Management  
Brand Consultant, Strategy Implementation Specialist



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**Personal Data** Date and place of birth: 23/10/1984, Podgorica, Montenegro / Nationality: Montenegrin

## Education

- 2020 **Teaching Professor** (Docent), field of Business economics and Management, Faculty of Banking, Insurance and Finance Belgrade
- 2019 **PhD studies (PhD in Economics)**, Faculty of Banking, Insurance and Finance Belgrade, Recommendations: Emeritus Prof. dr Hasan Hanić, Mentor, Prof. dr Božo Mihailović, President of Commission, Prof. dr Radmila Janičić, Member. Thesis: *Concept and Strategy of Brand Management of Tourist Destination*.
- 2007 – 2008 **Postgraduate Studies** (MSc Degree in Economics), Faculty of Economics Podgorica, Marketing and Business (average mark 10), Recommendations: Prof. Božo Mihailović, Mentor. Thesis: *Brand management in the Montenegrin Tourism*. Engaged as a Student coordinator at the Postgraduate studies.
- 2008 **Institute City, University of Sheffield**, Strategic Brand Management, New Brand Imperatives. Recommendation: Prof. dr Kavin Keller.
- 2003 – 2007 **University of Montenegro**, Faculty of Economics Podgorica (4 years, BSc in Economics), Marketing, (average mark 9,75 the old system of higher education). Thesis: *Use of brand concept in the Montenegrin Tourism*, evaluated at 10. Engaged as a student coordinator at the basic studies.
- 2007 **The European Union program | EC** (Programma di Mobilità Studentesca "Tempus", study visit of excellent students worldwide within the Tempus Project, Brussels, Belgium
- 2006 **Università degli Studi di Udine in Italia, Facoltà di Economia**, study visit during the third year of studies - European Union scholarship - the European Commission for Education, Programma di Mobilità Studentesca Tempus. (5 exams passed). Lecturers: Prof. dr Alessio Lokar, Marketing International, Prof. dr Paolo Serafini, Ricerca Operativa, Prof. dr Maria Rosita Cagnina, Department of Economic.
- 2006 **PR School**, Marketing Management, Head: Prof. dr Božo Mihailović
- 2001 – 2004 **Institute of Foreign Language** Podgorica | All degrees in English language
- 1999 – 2003 **High school** "Slobodan Škerović", Department: Sciences
- 1991 – 1999 **Elementary school** "Sutjeska", National Award Luča

## Professional Experience

### Professional Marketing Manager with 10+ years of experience in banking industry

- 2020 **Faculty for Management Herceg Novi | Teaching Professor at (1) Strategic Management of Tourist Destination, (2) Banking Business, and (3) Control and Audit**
- 2020 **Commercial Business Development, Voli Trade**, the leading and the largest Montenegrin retail and wholesale company with over 2,200 employees
- 2007 – 2019 **CKB Bank**, Member of OTP group
- 2014 – 2019 **Head of Marketing and Reporting Department**  
**Marketing and Brand Management** (Marketing Budget and Cost Planning Process, Media Buying, Campaign Management, Website Content Management, Retail and SME Condition List updating, Event Management - SME and retail client gathering, sponsorships, internal marketing and branch communication), **retail and SME branch business performance** (monitoring of yearly retail and SME plan, continuous monitor of sales performance for retail and SME loans by branches, retail and SME loan portfolio analysis, interest rates and interest income analysis), internal and OTP group level reporting activities (monthly & quarterly), **retail and SME competitor analysis, sales offers and activity** (Branch Communication in order to prepare preferential retail and SME offers for different client segments), **CRM, campaign management and sales force**.

2011 – 2020	Faculty for Management Herceg Novi   Teaching Assistant and Lecturer at (1) Marketing, (2) Strategic Management of Tourist Destination, and (3) Banking and Finance
2013 – 2014	CKB Bank, Member of OTP group   Head of Marketing and Market Research Department
2011 – 2013	CKB Bank, Member of OTP group   Head of Sales Reporting and Marketing Department
2008 – 2011	CKB Bank, Member of OTP group   Head of Marketing Department
2008 – 2013	Collaborator for "Putovanja", Journal of Tourism and Hotel Industry
2008 – 2010	Economix Group doo Podgorica, co-founder and Manager
2007 – 2008	Traineeship, Marketing and Communications Department   CKB Bank, Member of OTP group
2004 – 2005	IPSOS Strategic Marketing & Media Research Institute, Collaborator for Montenegro, Podgorica

## Book

USKOKOVIĆ, B, Luka, *Brand Management of Tourist Destination*, Herceg Novi 2019



## Scientific Papers

**Author of several professional and scientific articles on topics of Marketing, Brand Management, Management in Tourism, Finance and Banking**

- USKOKOVIĆ, B, L. "CREATING A CITY BRAND AS A TOURIST DESTINATION IN THE SELECTED COUNTRIES OF ADRIATIC REGION" (SSci list) International Journal of Scholarly Papers TRANSFORMATIONS IN BUSINESS & ECONOMICS (TIBE) Co-jointly published by: VILNIUS UNIVERSITY, Kaunas-Vilnius, Republic of Lithuania BRNO UNIVERSITY OF TECHNOLOGY, Brno, the Czech Republic UNIVERSITY OF LATVIA, Riga, Republic of Latvia, October 2019
- USKOKOVIĆ, B, Luka, *Methodological Aspect of Brand Valuation of Tourist Destination*, Economics&Economy, Podgorica 2019, Vol 7, No 12, ISSN 2336-9213
- USKOKOVIĆ, B, Luka, *Strategic Brand Management of the Montenegrin Tourism*, International Journal of Management Cases ISSN 1741-6264, 2011, vol. 14, pg. 256-265,
- USKOKOVIĆ, B, Luka, *Montenegrin banks in the world economic crises and the role of the Central Bank Montenegro*. ISBN 978-86-80133-52-2, 2011, Book - Economic doctrine at the time of crises in Montenegro and abroad, pg. 211-239
- BIGOVIĆ, Miloš, USKOKOVIĆ, B, Luka, *The influence of seasonality on the concept of brand management in tourism in Montenegro*, International Doctoral Scientific Meeting, 2013, Kotor, Faculty of Tourism and Hotel Management
- USKOKOVIĆ, B, Luka, *Rural Tourism*, Journal of Tourism and Hotel Industry, Podgorica, 2009, vol. 60, pg. 69
- USKOKOVIĆ, B, Luka, *Identificators of touristic brand „Montenegro”*, Journal of Tourism and Hotel Industry, Podgorica, 2009, vol. 59, pg. 55
- USKOKOVIĆ, B, Luka, *Branding in Tourism Industry*, Journal of Tourism and Hotel Industry, Podgorica, 2009, vol. 57, pg. 71
- USKOKOVIĆ, B, Luka, *Brand concept implementation in Montenegrin Tourism*, Journal of Tourism and Hotel Industry, Podgorica, 2008, vol. 55, pg. 65

## Scholarship, Prizes and Awards

2018	CKB award for best campaign (CKB GO online & mobile service)
2009	Institute for Strategic Studies and Prognosis of Montenegro-recognition for voluntary participation in CSR research
2008	Institute CITY award - The University of Sheffield
2006	European Union scholarship, EC, study visit at the Università degli Studi di Udine
2005/6	Scholarship of Crnogorska Komercijalna Banka AD Podgorica for the best students of the University
2005/6	Scholarship of the Ministry of Education and Science of Montenegro for the best University students
2004/5	2004/5 The annual prize to the best students of the Faculty of Economics

## Foreign Languages

English language - active | Italian language - basic | French language - basic

## Information Education

Advanced knowledge of windows applications, Internet, MS Office package, C++. Work with the software packages in the field of operational and market research, eViews, Stata 10, Operations Research e-Banking and e-Commerce applications.

## Activities, other skills and interests

Participant and organizer of numerous seminars, national and international conferences. Blood giving. Driving license: "B" category | General and specialized literature | squash, gym and cycling.