

Dr Luka B. Uskoković

Professional Marketing Manager
Strategy Manager, Project Manager (M&A)
Teaching Professor, Brand Consultant



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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 13+ years of experience in banking industry

- 2021 **Advisor to the Management Board for COO, Director for Payments, FinTech and Cash Management**
- 2021 **NLB, Integration Project Manager - Merger & Acquisition**
- 2021 **SEEIIST - South East European International Institute for Sustainable Technologies, seeiist.eu**
External Expert for operations, marketing and public relation activities
- 2011 **Faculty for Management Herceg Novi, Teaching Professor at Strategic Management of Tourist Destination, Banking Business and Control and Audit**
- 2020 – 2021 **Voli Trade, Head of eCommerce Department**

Developing and implementing voli.me the largest Montenegrin online store. Responsible for the eCommerce - all online activities in relation to P&L, traffic acquisition, sales journey, conversion, payments, testing and reporting. Work with developers, marketing teams, banks and Mastercard in order to implement new trends and technologies in Montenegrin trade sector. Voli is the largest Montenegrin retail and wholesale company with over 2,200 employees

2007 – 2019

CKB Bank, Member of OTP group, Head of Marketing and Reporting Department

Marketing and Brand Management - Marketing Budget and Cost Planning Process, Media Buying, Campaign Management, Website Content Management, GTC and pricing, Event Management, sponsorships, internal and external marketing communication. **Retail and SME business performance** - monitoring of yearly business plan, continuous monitor of sales performance by business units, retail and loan portfolio analysis, interest rates and interest income analysis, internal and group level reporting activities (monthly & quarterly). **CRM and campaign management. Digitalization and eBanking.** Other positions: Head of Marketing and Market Research Department, Head of Sales Reporting and Marketing Department, Head of Marketing Department, Traineeship

2008 – 2013

Collaborator for "Putovanja", Journal of Tourism and Hotel Industry

2008 – 2010

Economix Group doo Podgorica, co-founder and Manager

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. "RESEARCH OF TOURIST MARKE, CASE STUDY - MONTENEGRO TOURIST BRAND DESTINATION", X INTERNATIONAL CONFERENCE ON SOCIAL AND TECHNOLOGICAL DEVELOPMENT - STEAD 2021 Conference
- 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, Identifications 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 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.