



Luka B. Uskoković

Marketing Director
Teaching Assistant, PhD candidate

Current Place of Residence:
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Current Workplace:
Crnogorska Komercijalna Banka AD Podgorica, Member of OTP Group
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I. Personal Data

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

II. Education

- 2008 - **PhD studies (PhD Candidate)** Faculty of Economics Podgorica at University of Montenegro, Recommendations: *Prof. Vujica Lazović*, Manager of PhD studies, *Prof. Božo Mihailović*, Full time Professor and Mentor. Thesis: *Concept and Strategy of Brand Management in the Montenegrin Tourism*
- 2007 - 2008 **Postgraduate Studies** (M.Sc. Degree), Faculty of Economics Podgorica, Marketing and Business, Recommendations: *Prof. Božo Mihailović*, Head of Department and Mentor, *Prof. Branko Rakita*, Full time professor at the Faculty of Economics in Belgrade. Thesis: *Brand management in the Montenegrin Tourism*. Average mark 10. Engaged as a student coordinator at the Postgraduate studies.
- 2008 **Institute City**, University of Sheffield, Strategic Brand Management, New Brand Imperatives. Recommendation: *Prof. Kavin Keller*, The world guru in branding
- 2003 - 2007 **University Montenegro**, Faculty of Economics Podgorica (4 years, B.Sc. of Econ), 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 – VI semester, the European Union scholarship – the European Commission for Education, Programma di Mobilità Studentesca Tempus. One of the best students of the European Commission for education (5 exams passed). Lecturers: *Prof. Alessio Lokar*, Marketing International, *Prof. Paolo Serafini*, Ricerca Operativa, *Prof. Maria Rosita Cagnina*, Department of Economic.
- 2006 PR School, Marketing Management, Head: *Prof. 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

III. Professional Experience

2014 - CKB Bank, Member of OTP group | **Head of Marketing and Reporting Department**

Marketing and Reporting Department is part of Retail and SME Division with the following main responsibilities:

- **Retail and SME branch business performance** (preparing of retail and SME weekly report, monitoring of yearly retail and SME plan, continuous monitor of sales performance for retail and SME loans by branches, monitoring of weekly early repayment, refinancing loans in other banks, decadal and monthly monitoring of total and

regular repayment, retail and SME loan portfolio, weighted effective interest rates on retail loans, income from processing fee and interest income, monthly active clients, monitoring of provision groups, POS terminals turnover, SME and Retail products sales pipeline),

- Internal and OTP group level **reporting activities** (monthly & quarterly),
- **Retail and SME competitor analysis** (Deposit and Loan Watch, Montenegrin Banking Industry Competitor Retail and SME Analysis),
- **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 sales offers and activity** (Branch Communication in order to prepare preferential retail and SME offers for different client segments).

2011 -	Faculty for Management Herceg Novi Teaching Assistant at Marketing and Strategic Management
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	Strategic Marketing & Media Research Institute, Collaborator for Montenegro, Podgorica

IV. Books and Scientific Papers

2011	'Strategic Brand Management of the Montenegrin Tourism' / Papers, 8 th CIRCLE Conference, Dubrovnik. Recommendations: Prof. Vignali Claudio
2010	'Economic doctrine at the time of crises in Montenegro and abroad' / co-writer, the Faculty of Economics, <i>Author's work: Montenegrin banks in the world economic crises and the role of the Central Bank Montenegro</i>
2007/9	Author of several professional and scientific articles on topics of marketing, brand management, Management in tourism, finance and banking

V. Scholarship, Prizes and Awards

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

VI. Foreign Languages

English language – active | Italian language – active | French language – basic

VII. 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.

VIII. 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