

CURRICULUM VITAE - CV

Name and surname: GORAN , Živan, ALEKSIC

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Date of Birth: 14. 11. 1962. in Valjevo.

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Nationality: Serb.

Marital status: Married.

Education:



General Director of the Business Association of Road Traffic Srbijatransport Belgrade. Member of the Executive Board of the Union of Employers of Serbia. Member of the Council of Employers of the Academy of Technical Vocational Studies Belgrade. CPC lecturer for the professional competence of professional drivers in road freight and passenger transport. Court expert in the field of traffic, transport, high-speed traffic. Member of the E-development association. President of the Valjevo Association in Belgrade.

Responsible, dedicated, persistent, ambitious, has knowledge and experience from the economy, motivated by the result, dedicated to improving their own knowledge and skills. He has a rich and successful business experience of 34 years of work experience in the economy, committed to teamwork, ready to take responsibility, a person of integrity and recognizable in the media in society. Positive business results indicate expertise and competence. Dedicated to the development of the Serbian economy, profession and economic development. He has never been criminally or misdemeanor punished or convicted. There is no litigation.

He served in the army in the JNA in 1981/1982. was a participant in the wars of 1991/1992 and 1999.

Education:

He finished elementary school in Valjevo.

He finished the High School of Traffic Engineering in Valjevo, a traffic technician.

Faculty of Transport and Traffic Engineering, University of Belgrade, Department of Integral, Industrial Transport and Logistics, with Prof. Dr. Rista Perišić, then an associate professor at the Institute of Logistics in Lausanne. He graduated in 1988 with a grade of 10 (ten) on the topic "Function, content and selection of information systems in Freight Transport Centers with a focus on road transport" and with a special focus on marketing logistics and earned the title of graduate traffic engineer.

In 2011, in accordance with Article 127 of the Law on Higher Education at the University of Belgrade ("Official Gazette of RS" No. 76/05), Certificate 7/126 at the Faculty of Transportation, it was confirmed that the acquired professional education corresponds to the title of master engineer traffic of the second degree and that the rights that come from it are equal.

Work experience:

From March 1989 to 1995 (7 years)

The trade company "**Diva**" in **Valjevo**, which operated with 165 retail facilities, 1,800 employees, a huge storage space on over 12,000 m² and represented the trade leader of western Serbia.

Head of Transport, Logistics and Distribution of Goods (2 years)

Deputy Director for Wholesale and Logistics (4 years)

Member of the Board of Directors of the company for four years. (from 1990 to 1994)

The organization of flows of goods, documentation and information has been established, which has significantly and many times reduced the costs and time of transport and storage of goods. He organized a logistics operation with the freight exchange, which reduced operating costs but also provided significant additional income to the company. Within the working team, an information system was organized and a completely new model of wholesale sales, introducing, forming and organizing a unique exhibition and sales salon, then a model for many trading companies and wholesalers.

From March 1995 to 2005 (10 years)

"Valjevska Pivara" (**Valjevo Brewery**) in **Valjevo** employed about 400 workers, producing 260,000 to 330,000 hectoliters of beer per year with placement on the market of Serbia, Bosnia and Herzegovina and Montenegro.

Sales and marketing officer. (4 years)

Manager - Marketing Director (6 years)

Work in production and application of marketing and logistics in the economy, as integral business functions of the overall business of the production system. Creating all the elements of the marketing mix, harmonizing the logistics function, harmonizing the sales policy with the dynamics of production processes and demand

From March 2005 to November 2010 (5.5 years)

SP "**Lasta**" a.d. **Belgrade** is the leader in Southeast Europe in passenger traffic, which at the time employed over 3,000 workers and had about 1,200 buses at work.

Head of traffic at the SP "Lasta" branch office in Obrenovac, and since 2008

Director of the Profit Organization "Lasta Valjevo" in Valjevo.

The profit organization "Lasta Valjevo" is one of the subsystems that owned 90 buses, there were 290 employees. Within this system, the Business Unit "Lasta BUS" operated, which with 45 employees performed the work of complete repair of the bus, with the complete production of the interior and exterior. Significant progress has been made in the operation of this subsystem of SP "Laste", significantly increased revenue and improved processes with significant operating profit.

Since November 2010 (more op 12,5 years)

Business Association of Road Traffic "Srbijatransport" a.d. **Belgrade** is the largest road transport association, founded in 1951.

He came to the company to the position of general director of the business association, a job that he has been successfully doing for more than 10 years.

By function, as an executive director, he is a member of the Board of Directors of the Business Association of Road Traffic "Srbijatransport".

As a representative of Serbia Transport and the transport industry of Serbia, he is a member of the state delegation and a participant in a large number of mixed bilateral meetings on transport as well as a representative of the transport industry of Serbia at professional and thematic gatherings at international conferences and gatherings..

Membership in organizations and institutions:

- Since February 2019, he has been appointed a member of the Executive Board of the Union of Employers of Serbia, a representative association of employers in the Republic of Serbia.
- One of the founders and since 2011 the President of the Assembly of the Branch Association of Road Traffic Employers of Serbia Srbijatransport, which since 2012 has been a representative association of employers for the activity of passenger transport in road transport.
- In April 2015, he was one of the founders of the Association of Traffic Engineers of Serbia - USIS. He is now a member of the Management Board of the Association of Traffic Engineers of Serbia.
- Member of the Council of Employers of the Academy of Technical Vocational Studies Belgrade.
- Member of the Working Group for passenger transport in road, water and rail transport on the framework of the Coordination Commission of the Government of the Republic of Serbia
- Member of the National Convention for the EU, Working Groups for Chapter 14 and Chapter 21 as an authorized representative of the Road Traffic Business Association "Srbijatransport".
- Member of the Working Group for drafting the Law on Passenger Transport in Road Traffic and bylaws
- Member of the Project Working Group for drafting bylaws of the Law on Efficient Use of Energy
- Member of the Working Group of the Ministry of Construction, Transport and Infrastructure for drafting the Decree for distribution of foreign licenses to domestic carriers.
- Member of the association E-development since 2018
- Member of the Working Group for Combating the Gray Economy in Road Traffic since 2015.
- President of the Association of Valjevo in Belgrade since 2016. The native Association of Valjevo in Belgrade was founded in 1925.

In the previous period, among other things

President of the Youth of the Faculty of Transportation, University of Belgrade 1983 - 1985

President of the coordination body of all traffic faculties of Yugoslavia in 1984

Member of the Presidency of the University Conference of the University of Belgrade in the term of Prof. Dr. Slobodan Unkovic.

President of the Management Board of PE "Toplana" Valjevo, which carried out the heating of the city of Valjevo and realized the largest investment in Valjevo from 2004 to 2010

In the local elections in the fall of 2004 and in the elections of 2008, he was elected in two terms as a councilor in the Assembly of the City of Valjevo.

Deputy Chairman of the Finance Committee in the Assembly of the City of Valjevo from 2008 to 2010.

Member of the Committee for Traffic and Telecommunications of the Regional Chamber of Commerce of Valjevo 2007-2010. years.

Member of the Committee for Traffic and Telecommunications of the Belgrade Chamber of Commerce 2010-2014. years.

Additional education:

In his work, he constantly improved his knowledge, which he specifically applies in his work. It has:

- **CERTIFICATE of Professional Competence** for the Road Transport Manager.
- **CPC Diploma of IRU** Akademiy dated January 23, 2008, Certificates ID SCCCOPC6320100
- **CERTIFICATE: CPC PR 048 / 2020-04** of lecturers for Professional Vocational Competence for acquiring initial qualification and periodic training of professional drivers in road freight and passenger transport
- **CERTIFICATE on professional qualification of the person responsible for freight transport by road** Number ST - 0811/2017, dated 23 August 2017
- **CERTIFICATE on professional qualification of the person responsible for passenger transport management** number SP - 142/2017, dated November 2, 2017
- **COURT EXPERT in the field of traffic, transport, high-speed traffic** with a narrower specialty Road and city traffic, transport of goods, decision number 740-05-00427 / 2014-22 from December 8, 2014.
- **CERTIFICATE** on the successfully completed workshop on the Jean Monnet module "**CEFTA AGREEMENT AND SEE BUSINESS COMMUNITY**", in Belgrade (October 16, 2018)
- **CERTIFICATE on working hours of vehicle crews in road transport** and use of tachograph number 384/2018 in Belgrade (December 8, 2018)
- **CERTIFICATE from the seminar QUALITY SYSTEM**, issued by IIS- Research and Technology Center, Novi Sad, and FTN- Institute for INDUSTRIAL SYSTEMS, Novi Sad (November 17, 1995)
- **CERTIFICATE from the seminar BUSINESS PLAN**, issued by the Institute of Management of the Faculty of Organizational Sciences, - Belgrade (June 9, 2001)
- **CERTIFICATE from the specialist seminar LEADER IN SALES**, issued by the Chamber of Commerce of Yugoslavia, the Board of Management and ATHENS, - Belgrade (November 22, 2002)
- **CERTIFICATES in the field of quality standards ISO39001 and ISO9001**

Other :

Languages: English (intermediate level), Russian (school education).

Computer work: Microsoft office, Word, Excel, Corel Draw.

Driver's license: AM, B1, B, BE, C1, C1E, C, CE, F and M categories, V sss - Professional motor vehicle driver from 24.11.1981.

Areas of interest and work: Road transport, Traffic safety, Traffic management, Education in business, Business improvement consulting, Arranging a competitive economic environment, Marketing in business.

He has a large number of published professional and scientific papers at international conferences and gatherings in the field of road traffic, transport, safety, logistics, ecology, environmental protection, international cooperation and organization of business in transport.

In the previous 10 years, he successfully represented the interests of employers and the profession of the transport industry of Serbia at professional conferences, gatherings and before institutions. Expert panelist on transport and logistics at the international conferences TIL - Transport and Logistics of Southeast Europe, which is traditionally held in Belgrade.

He has over 22 years of work experience in the economy and has been successfully performing the duties of the General Director of the Business Association of Road Traffic "Srbijatransport" Belgrade for more than 10 years. So far, he has not been convicted or punished by a court, no criminal investigation has been conducted, and no criminal proceedings have ever been initiated.

Winner of a large number of recognitions, plaques and letters of thanks for his work and contribution to road transport and the economy, of which stands out:

• **Acknowledgment of the Union of Employers of Serbia** in recognition of the results in improving the comprehensive infrastructure in the Republic of Serbia,

• **Brand Leader Award 2019** for outstanding contribution to the creation of a regulated market environment, improvement of quality and competitive business in road transport in Serbia;

• **Jubilee Golden Amphora 2020** for exceptional long-term contribution to the development and affirmation of traffic in Serbia

• **Jubilee charter** for the contribution of road transport in the Republic of Serbia received on the occasion of the 70th anniversary of the founding of Srbijatransport

In the field of transport, he was especially involved in the following jobs:

- management and organization of business in road freight and passenger traffic,
- improvement and rationalization of business with analysis of economic effects of business and analysis of structures and impact of costs,
- economic analysis of operating costs, development of price lists in road transport and price policy of services in road transport,
- participation in the creation and improvement of legislation and acts that affect business and improve competitiveness in road transport,
- support for the infrastructural development of transport infrastructure,
- digitalization in the economy with optimal solutions for the implementation of intelligent solutions in transport,
- education of employees in the economy, development of abilities and skills of employees
- organization of the system and principles of organization of technical maintenance of vehicles in road traffic,
- advocating for the implementation of laws, the fight against the gray economy, pointing out the forms and models of illegal business, creating a series of initiatives and measures to regulate and improve the business environment in the road transport sector of Serbia,
- improvement of resources in training, connection of transport systems on economically sustainable systems
- creation of initiatives and measures for the improvement of activities and economically sustainable business in the road transport sector,
- advocating for the adoption of measures in order to improve traffic safety and the organization of preventive measures in the function of road safety,
- protection of passengers' rights and competitiveness in road traffic, improvement of service quality,
- analysis of the causes and consequences of damage in traffic with the creation of procedures for preventive action,
- association of carriers in order to create goals, attitudes and initiatives in the general interest of employers, employees, competitiveness, service users and society as a whole.