

CURRICULUM VITAE

Name: BOGDAN UBIPARIPOVIĆ,

Position: Head of Business Intelligence Department

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SUMMARY OF QUALIFICATIONS:

- 22 years of experience in banking sector;
- 4 years of experience on bank's senior management position responsible for retail banking;
- 4 years of management experience in payments department;
- 10 years of experience in bank IT department;
- Experience in Digital Business Transformation;
- Experience in implementation Balanced Scorecards, Customer Relationship Management, Decision Support Systems and Business Intelligence in general;
- Experience in project management and product development;
- Team player, challenge oriented.



EDUCATION:

PhD - Business Informatics

University of Novi Sad, Serbia, 2022, Faculty of Economics, Department of Business Informatics.

Thesis title: *Process based management of digital business transformation.*

Subjects: Digital Business Transformation, Business process management, Business performance management, Business agility, Business Intelligence & DSS (Decision Support System), CRM (Customer Relationship Management), Data Warehouse and Data Mining.

Master in Electrical Engineering

University of Belgrade, Serbia, 1999, Faculty of Electrical Engineering, Department of Electronic and Telecommunications

EXPERIENCE WITH IT TOOLS AND PLATFORMS:

- IBM InfoSphere, MicroStrategy, SQL, MS Office

WORK EXPERIENCE:

Atos Bank AD Banja Luka, Bosnia and Herzegovina (www.atosbank.ba) 2023-

Head of IT Department (current position), responsible for:

- Management of IT department;
- Implementation of Bank Digital Business Transformation ;
- Management of software and hardware infrastructure;
- Management of complex project related to implementation of new implementation of new Banking information system;

Nova Banka AD Banja Luka, Bosnia and Herzegovina (www.novabanka.com) 2001-2023

Head of Business Intelligence Department (current position), responsible for:

- Management of digital business transformation program;
- Implementation and operational management of bank's Data warehouse
- Management of complex projects related to implementation of data marts for Customer Relationship Management (CRM), Sales and Product Performance Management (PM), Risk Management (RM), Asset and Liability Management (ALM);
- Management of Business Intelligence Team responsible for data modelling, reporting designing (KPIs, metrics, Dashboards, Scorecards), Data Mining, Predictive Modelling;
- Statistical analysis, discovering "hidden" relationships between data and forecasting the behaviour trends of business systems.
- Modelling and reporting of KPIs, metrics, dashboards, scorecards, data mining procedures, predictive modelling, etc.

Head of Retail Division (2008-2011), responsible for:

- Introduction of customer relationship management processes and tools;
- Adjustment of bank's organization with CRM processes (definition and implementation of sales performance management and MBO targets)
- Development of alternative sales channels;
- Sales planning, retail product management (savings, personal loans, transactional accounts, card business development (debit cards, credit cards, ATM and POS networks), e-bank and m-bank service development.
- Functional and administrative management of branch network staff consisting of 150 employees;
- Development and implementation of bank's strategy for retail segment, procedures and process controls.

Head of Marketing Department (2008-2009), responsible for:

- Development and implementation of the bank's marketing strategy and marketing plans;
- Marketing project and campaign management;
- Marketing research, data analyses and modelling and CRM, etc.
- Bank's product, channel management and sales management;

Head of Domestic Payments Department (2004-2008), responsible for:

- Development of domestic payments products and infrastructure (core banking system, e-banking and m-banking applications, ATM and POS infrastructure);
- Transaction processing and gyro clearing of payment transactions with Central Bank;
- Vendor management (Halcom, EBB, First Data, Visa, MasterCard, etc).
- Coordination of branch network activities;
- Development and implementation of bank's payment system strategy, procedures and process controls.

Application Manager (2001-2004), responsible for:

- Application technical support for payment system modules of core banking system (parameterization, configuration, monitoring, user management, etc.);
- Organization and participation in teams responsible to analyse data and solve problems in the quality of data;
- Communication with application vendors in order to coordinate requests for changes, problem solving and qualitative software upgrade;
- Link between the business side and the application development in the phase of business analysis;

Orao airspace facility Bijeljina, Bosnia and Herzegovina (www.orao.aero) 1999 – 2001

Research and Innovations Officer (1999 – 2001), responsible for

- Responsible for implementation of new technologies in jet engine repair projects;
- Project and portfolio management.

OTHER:

- I was born at June the 28th 1976. I have studied and finished both Faculty of Electrical Engineering and Airspace academy at the same time. Have B and C driving license and speak English. I have qualifications in the fields of Marketing, Management and IT.
- I am diligent and creative, cooperative; able to work well independently or as a team member to meet company objectives.
- My objective is to obtain position where my experience, efficiency, analytical and technical skills can be effectively utilized to improve operations and contribute to profit.
- I spend my free time reading books, upgrading my knowledge, playing basket-ball and tennis.