



MARK KALIN

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Location: Pečinska ulica 3, Ljubljana, Slovenia

- **A global innovator, entrepreneur, and industry leading powerhouse** delivering transformational solutions that have redefined the future landscape of business, consumer spending, and technology startup investment and operations.
- **A cross-cultural communication expert** versed in aligning teams across the United States, Europe, and Asia regions.
- **An established thought leader** sharing best practices and disruptive projects at prominent international conferences.

SUMMARY OF SKILLS

- Business Development
- Strategy and Innovation
- Digitalization
- Sales Lifecycle
- Influence and Negotiation
- Cultural Communication
- Transformational Leadership
- Thought Leadership
- Optimization and Automation

TECHNICAL SKILLS

- Asana
- Zoho CRM
- GENIS Document/Contracts
- JEDOX Budget Forecasting
- MS Word, PowerPoint, Excel
- AR, VR, AI, and ML Tools

PROFESSIONAL EXPERIENCE

Estable AB - Contract

Lund, Stockholm, Sweden

Chief Executive Officer (CEO)

06/2020-Present

Direct a team of 28 employees through the entire business and software development lifecycles for this revolutionary horse-racing web and mobile app, leveraging AI/ML and big data visualization to empower users with data-driven decisions that result in mitigated risk and increased earnings. Own KPIs, budgeting, pricing strategies, organizational culture, and business development.

- Increased weekly active users from 3.8% to 18%, number of uses from 240 to 1.3k, retention from 10% to 48%, stickiness ratio from 5% to 20%, NPS score from -20 to 50, and decreased burn rate from \$85 USD to \$48 USD.
- Hand-selected to revamp company strategy, define the vision, and transform the P&L by expanding internationally.
- Establish high-caliber teams, introduce new operational processes, and drive progress on sales and product development.
- Collaborate closely with legal teams and regulatory agencies to remain compliant with Swedish law.

Business Angels of Slovenia - Contract

Ljubljana, Slovenia

Board Member

01/2021-Present

Serve on the board of one of the most prominent Slovenian startup angel investor groups, connecting potential startups with investing partners, planning investor-related engagements and events, and overseeing all activities within the investment portfolio.

- Increased number of members by 20% within four months.
- Secured three investments to date, increasing brand recognition and awareness within the marketplace.
- Increased social media following by 15%, prepared a new business plan, and prepared a private venture capital fund.

I337Works d.o.o. – I337Works AB

Ljubljana, Slovenia; Lund and Stockholm, Sweden; Dubai, UAE

Director

01/2020-Present

Lead an international, virtual team of ten at this Swedish venture builder company, focused on investing into deep tech startups. Define KPIs to track team progress on expanding a network of strategic partners and identifying potentially profitable startups. Oversee financial projections, end-to-end human resources management, operations, and overall business development strategy.

- Decreased burn rate by 20% at two new startups, and improved traction by increasing active users +8%.
- Shape powerful, data-driven communication strategies and creative solutions for new and existing business partnerships.
- Position the brand in the international marketplace, commanding a seamless experience across all channels and entities.

Beyond Leadership**Ljubljana, Slovenia****Founder and Chief Executive Officer (CEO)****05/2020-Present**

Beyond Leadership is a group that connects the business world with academia and provides a platform for entrepreneurs, leaders, managers, students, and everyone willing to learn and share their best practices and life stories. Host to nearly 50 of the top C-level executives and award-winning thought leaders from some of the most prominent companies across Slovenia.

- Increased community engagement to over 2.6k members, created 71+ podcasts, and captured 40k consistent listeners.
- Expanded access to the podcast across 13 channels, including Spotify, Apple, YouTube, LinkedIn, Instagram, and Facebook.
- Received a scientific standard ISSN-2712-5912 to both differentiate and uniquely position the brand in the marketplace.

Geneplanet d.o.o. - Contract**Ljubljana, Slovenia****Head of Business Development****09/2019-12/2019**

Oversaw an international team of 10 across 30 global markets, including all of Europe and several regions in Asia to develop sales strategies in line with organizational goals. Partnered with private organizations and insurance companies such as Allianz, Generali, Medcover, and Synlab as well as internal partners, including research and development, marketing, legal, and operations.

- Increased sales +12% and capitalized on the opportunity to penetrate five additional markets across the region.
- Reduced the go-to-market strategy timeline from five weeks to three weeks to meet the demands of rapid growth.
- Launched the Workplace Wellness Programme as a new B2B segment, empowering employees with data-driven decisions.

BTC d.d.**Ljubljana, Slovenia****Head of Innovation Office and New Technology****02/2018-07/2019**

Managed a team of 14 cross-functional employees to create the first Bitcoin City in the world, a living lab and hub of innovation home to over 3k companies where startups can test their solutions in real time with 21 million annual visitors. Retained ISO standards, promoted an innovative culture, and organized an annual strategic conference.

- Developed an industry-leading startup accelerator program (ABC Accelerator), winning best accelerator program award.
- Introduced Blockchain, VR, MR, AR, Robotics, AI, and ML technologies into the marketplace at BTC City.
- Created the first-ever autonomous car test in Slovenia, executed at BTC City.
- Worked with the 450-employee BTC Logistics unit to introduce Blockchain technology and track products.
- Showcased BTC City and an Autonomous Vehicles Living Lab at industry events across India, Belgium, and Slovenia.

Deputy Chief of Innovation and Digital Officer**06/2016-02/2018**

- Implemented a proprietary HRM rewarding system to engage with employees and incentive the sharing of innovative ideas.
- Designed and released a Smart Voice mobile app, serving as a conduit of communication between staff and leadership.
- Contributed to the Most Digitally Transformed company award in 2018.

Eunex – E d.o.o. Slovenia, Eunex – C d.o.o. Croatia**Ljubljana, Slovenia; Zagreb, Croatia****Vice President of Business Development and Marketing****11/2018-05/2019**

Established this crypto exchange based in Malaysia by connecting banking institutions and regulatory partners to obtain 20% of the Zagreb stock exchange. Prepared financial projections, KPIs, P&L, business strategy, and operations expansion development.

- Transformed a descriptive business plan into an action-oriented company living in part of the Euro-Asia community.
- Strategized plans for expansion into new territories, including Hong Kong, Seoul, Slovenia, and the Philippines.
- Formulated internal processes, including administration, policies, operational guides and procedures, and guiding values.

European Blockchain Hub, NGO – Contract**Ljubljana, Slovenia****Board Member and Director for Digital Innovation****05/2018-06/2019**

Established a global organization focused on promoting blockchain technology in line with the United Nation's sustainable development goals. Gained support of the Slovenian government, as well as board members on a blockchain team at the UN.

- Transformed a descriptive business plan into an action-oriented company living in part of the Euro-Asia community.
- Strategized plans for expansion into new territories, including Hong Kong, Seoul, Slovenia, and the Philippines.
- Formulated internal processes, including administration, policies, operational guides and procedures, and guiding values.

EARLY CAREER

Missouri State University

Springfield, MO, USA

Assistant to the Director of Marketing at Plaster Student Union

08/2013-06/2015

Led marketing projects with a team of seven staff members and a budget of \$20k. Created events and established student awareness programs reaching more than 20k staff, faculty, and students. Worked closely with the administration and finance departments.

Complete Nutrition Inc.

Springfield, MO, USA

Store and Franchise Manager

12/2012-06/2013

Managed three locations with 12 employees through daily operations, including purchasing, ordering, and inventory. Implemented price targeting strategies based on markets, analyzed the cost of production, commissions, transport, and obtained profit margins.

EDUCATION

Master's in International Business (English Program), University of Ljubljana, 10/2015, *Top 5% of all students*

Master of Science, Promotional Health and Wellness Management, Missouri State University, 05/2015, 4.0 GPA

Master of Science, Project Management, Missouri State University, 12/2014, 3.99 GPA

Master of Business Administration (MBA), Drury University, 02/2012, 3.84 GPA

Bachelor's in Tourism, University of Ljubljana, 10/2010, 3.9 GPA

Bachelor's in Management, University of Ljubljana, 10/2010

CERTIFICATIONS

Ethical Leadership in a Changing World, Victoria University of Wellington, 11/2020

Certificate Growth Hacking – Top Tech Edition, Growth Hackers, 08/2019

LANGUAGES

English (C1) | Slovenian (C1) | Serbian/Croatian (B2) | German (A2)

AFFILIATIONS

Member – Golden Key International Honor Society

Member – Beta Gamma Sigma International Honor Society

Guest Lecturer – University of Ljubljana – Faculty of Economics

Lecturer – Academy of Leadership – CPOEF

External Committee Member – OriginTrail d.o.o.

Member – Slovenian Innovation Center EGIZ

Member – Slovenian Government Zois scholarship

PERSONAL PROJECTS

Disruptive Innovation – Founded this company to provide consulting services regarding optimization and digitalization of business processes. 01/2020-Present

FitBeat d.o.o. – Founded this company to integrate AR and VR into the fitness and wellness world as well as to improve standard fitness equipment with VR, AR, and MR technologies, revolutionizing the way people work out at the gym. 02/2018-03/2019

Smart City Platform – Supported the development of one of the first platforms for managing smart cities, where all external and internal information from multiple IoT devices is connected in order to measure data and set KPIs. 2016-2019

INTERESTS

Chess, Cooking, Podcasts, Reading, Sports/Fitness, Traveling, Video Production, Writing, Virtual Reality, Music, Startups, Documentaries.