



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 | ▪ Sales Lifecycle | ▪ Transformational Leadership |
| ▪ Strategy and Innovation | ▪ Influence and Negotiation | ▪ Thought Leadership |
| ▪ Digitalization | ▪ Cultural Communication | ▪ Optimization and Automation |

TECHNICAL SKILLS

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

PROFESSIONAL EXPERIENCE

Kolektor Group d.o.o.

Ljubljana, Slovenia

Senior Director of Business Development Kolektor Digital

08/2021-present

Am a part of a multinational company with 5.500 employees, 30 companies and close to 1 billion euro revenue. My focus is to help shift the company towards digitalization and Industry 4.0, while developing new business models, set up new operational processes, and expand our sales and market growth.

- Prepare an action-oriented sales and business development plan.
- Establish new target objectives, OKRs, KPIs.
- Upgrade marketing plan, which is focused more on brand building and brand awareness.

KraftPal Technologies LTD - Contract

London, England

Strategic Advisor/Director of Operations

09/2021-12/2021

KraftPal technologies is an innovative startup, which has developed proprietary technologies for both corrugated cardboard pallets and production process.

- Established operations and business development/sales processes.
- Helped prepare all the necessary documents to secure one of the biggest investments for a supply chain startup, US\$123.9 million from Pasaca Capital Inc.

Fit&Beat - Contract

Ljubljana, Slovenia

Co-founder and Chief Executive Officer (CEO)

05/2021-present

Started a technology startup, which already has 9 employees, that is heavily focused on metaverse segment of blockchain technology. Fit&Beat has developed its own native token FTB which will connect all the stakeholders in our unique blockchain based fitness wellbeing platform. We are also developing FitBeatVerse, which is an ecosystem of virtual gyms, VR training, virtual world, which encompasses everything related to a healthy lifestyle, AI-enhanced mobile app, first-of-kind Proof of workout, Play2Earn Sports games, and NFTs..

- Got listed on first exchange on 18th of October, and already in talks with top 5 exchanges.
- Expanded to 5 markets with 30+ ambassadors and partners; our NPS is 40.
- Launched a demo of Fit&Beat proof of workout app and FitBeatVerse.

Estable AB - Contract

Lund, Stockholm, Sweden

Chief Executive Officer (CEO)

06/2020-07/2021

Direct a team of eight 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
Board Member

Ljubljana, Slovenia
01/2021-01/2022

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
Director

Ljubljana, Slovenia; Lund and Stockholm, Sweden; Dubai, UAE
01/2020-07/2021

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
Founder and Chief Executive Officer (CEO)

Ljubljana, Slovenia
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 100+ podcasts, and captured 95k 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
Head of Business Development

Ljubljana, Slovenia
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.
Head of Innovation Office and New Technology
Deputy Chief of Innovation and Digital Officer

Ljubljana, Slovenia
02/2018-07/2019
06/2016-02/2018

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.

Eunex – E d.o.o. Slovenia, Eunex – C d.o.o. Croatia
Vice President of Business Development and Marketing

Ljubljana, Slovenia; Zagreb, Croatia
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
Board Member and Director for Digital Innovation

Ljubljana, Slovenia
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
Assistant to the Director of Marketing at Plaster Student Union

Springfield, MO, USA
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.
Store and Franchise Manager

Springfield, MO, USA
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
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

Advisor – ABC Accelerator for Startups (2016-2019)
Advisor – Origintrail – blockchain project (2019)
Advisor and part of the team – Eligma (GoCrypto) – blockchain project (2018)
Advisor – Reallife(GoCrypto) – blockchain project (2021)
Advisor – ABC Accelerator for Startups (2016-2019)

Member – Slovenian Innovation Center EGIZ
Member – American Chamber of Commerce (2019-2022)
Member – Manager's Association of Slovenia (2020-2022)

Member – British Chamber of Commerce (2020-2022)

INTERESTS

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