



# MATIJA MULEJ

Business Development Associate

## CONTACT

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1000 Ljubljana

## EDUCATION

**Master program in business and administration (IMB)**

**School of economics and business UL**  
10/2019 - 07/2020 Major: Finance

**Bachelor degree in business and economics**

**School of economics and business UL**  
10/2015 - 07/2019 Major: Marketing

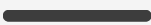
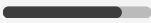

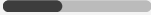
## SKILLS

Leadership      Communication  
Team work      Creativity  
Public speaking      Negotiations

## INTERESTS

Technology, Sports, Economics,  
Traveling, Fashion

## LANGUAGES

English   
Serbo-Croatian   
German   
Spanish 

## WORK EXPERIENCE

**BUSINESS DEVELOPMENT ASSOCIATE**

12/2022 - Present

**BE-TERNA, LJUBLJANA**

I manage end-to-end pre-sales process with a goal to drive digital transformation with our customers. It includes process analysis, solution presentations, demos, offer preparation, negotiations, consulting customers, contracts. I also contribute a lot in internal projects including: development of new offer/solutions, various marketing initiatives to generate leads, CRM support cross-selling development and collaborate with internal teams to reach company goals.

**BUSINESS DEVELOPMENT MANAGER**

06/2021 - 07/2022

**VIZIJE MOBILNOSTI D.O.O., BREZOVICA PRI LJUBLJANI**

Led the corporate identity and marketing activities of the start-ups brands. In addition, took care of reaching new potential customers, preparing offers, negotiations and reaching deals. Was also closely involved in EV charging platform development.

**SALES ANALYST & CATEGORY SPECIALIST**

12/2020 - 06/2021

**BARILLA GROUP, LJUBLJANA**

Responsible for sales analysis (weekly, monthly and annual) using MS Excel and Power BI. Key account management for small buyers, and distributors. In charge of the store planograms and product mix on shelves

## CERTIFICATIONS

Dynamics 365 Sales Functional Consultant Associate (02/2023, valid until 01/2025) by Microsoft

Dynamics 365 Customer Service Functional Consultant Associate (04/2023, valid until 04/2025) by Microsoft

Power Platform Functional Consultant Associate (01/2023, valid until 01/2025) by Microsoft

Microsoft Catalyst Partner Pre-Sales Immersion Training (01/2023) by Microsoft

How to deal with hard negotiators (02/2021 - 03/2021) by BIONDI d.o.o.

Expert in digital marketing course (02/2018 - 04/2018) by GEA College