

Curriculum Vitae

Name: Samir Jusufovic
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Year of birth: 1968

*My motto: There's always a way to achieve higher efficiency with lower costs.
Favourite quote: "We want our customers back, not our products".*

WORK EXPERIENCE

Jan 2026 – present	International University of Sarajevo (IUS), Bosnia	Lecturer
	• Teaching courses in International Marketing at the university level.	
Nov 2011 – present	EtnoDesign.se, Sweden	Founder & CEO – E-commerce
	• Founded and managing an e-commerce webshop (etnodesign.se). • Responsible for all business operations, online sales, and web management.	
Apr 2010 – Feb 2011	Manpower, Sweden	Consultant
	• Supply chain management, logistics, business administration.	
Jan 2008 – Feb 2009	Jetpak Helsingborg, Sweden	Logistic coordinator
	• Transport planner, logistics, business administration.	
May 2005 – Jan 2008	Teamleader El Giganten, Sweden	Retail
	• Consumer electronics, store department team leader. In charge of supply planning, sales and HR.	

EDUCATION

Sept 2008 – May 2010	Blekinge College, Sweden	Logistician
	• Advanced Vocational Education and Training of Logistics and Transport Informatics.	
Sept 2001 – Sept 2005	Lund University, Sweden	Master of Management
	• Master of Social Science, Main field: Service Management, major: Business Administration.	
Sept 1984 – Jun 1987	Electro Technical Gymnasium, Bosnia	El technician
	• Electricity production and distribution.	
Sept 1987 – Sept 1988	Military service	Special forces
	• 12 months in former JNA.	

ADDITIONAL INFORMATION

IT skills	Microsoft Office, advanced user MPS-system, Movex and SEBS, advanced user Photoshop, advanced SEO, advanced Copywriting, advanced Chat GPT – continuously improving
Courses	Education techniques step 1 and 2 Pedagogy step 1, 2 and 3 Sales techniques, step 1, 2 and 3
Languages	Swedish – fluent in oral and written English – fluent in oral and written (examined by University of Cambridge) Bosnian, Croatian, Serbian – mother tongue

Relevant certificates and references will be provided if asked for.