

Sead Bašić

Contact

Email: seadbasic@ius.edu.ba

Location: Sarajevo, Bosnia and Herzegovina

Profile

Senior business executive, lecturer, and trainer with over 25 years of leadership experience in multinational and regional companies. Specialized in Customer Relationship Management (CRM), sales strategy, and key account management. Combines academic expertise with extensive industry practice through university teaching, executive training, and consulting engagements.

Education

- PhD in Economics, University of Sarajevo, School of Economics and Business – 2016
- Dual Master's Degree in Economics and Business Administration – 2009
 - Master of Economics, University of Sarajevo
 - European MBA, University of Turin
- Bachelor of Economics, University of Sarajevo

Academic Engagement

- Part-time Lecturer, International University of Sarajevo (IUS)
Course: Customer Relationship Management (CRM)

Guest Lecturer

Delivered lectures at undergraduate and graduate levels on topics including:

- University of Sarajevo, School of Economics and Business – Undergraduate Program
Distribution Channels in the Brewing Industry in Bosnia and Herzegovina
- University of Sarajevo, School of Economics and Business – Undergraduate Program
Marketing Research – Case Study of a Multinational Company (Unilever) in Bosnia and Herzegovina
- University of Sarajevo, School of Economics and Business – Master's Program
Sales and Sales Management

- University of Sarajevo, School of Economics and Business – Master’s Program
Implementation of Key Account Management Concepts in the FMCG Industry in Transition Economies
- University of Sarajevo, School of Economics and Business – Master’s Program
Category Management
- University of Sarajevo, School of Economics and Business – Master’s Program
Key Account Management Strategy in the Markets of Bosnia and Herzegovina, Croatia, and Serbia

Professional Experience (Selected)

Senior leadership roles across multinational and regional companies in FMCG, manufacturing, and consumer goods sectors.

- Director of Business Operations, TABS d.o.o.
- Director of Brands – Industrial, Prevent BH
- Director, ASA Group (ASA PVA and ASA PSS)
- Country Director, Henkel Bosnia and Herzegovina
- Head of Representative Office, Heineken
- Head of Representative Office, Unilever

Key Competencies

- Strategic business development and market expansion
- Sales leadership and revenue growth
- Marketing strategy and customer value creation
- Organizational development and leadership
- Key account and channel management

Executive Training & Professional Development (Selected – Participant)

A representative selection of the most relevant executive training and professional development programs completed.

- Advanced Negotiation Techniques, Biondi & In Academy

- Negotiation Strategy and Managing Difficult Counterparts, Biondi & In Academy
- Leadership Development Programs (LSM; HIPO – High Potential Leadership Program)
- Change Management
- Strategic Channel Development and Commercial Planning
- Key Account Management and Customer Strategy Development
- Field Sales Management and Performance Leadership

Training, Teaching and Workshop Delivery (Selected – Trainer)

Delivered executive training to professionals across FMCG, financial, and public sectors, combining strategic insight with practical business application.

Selected programs and workshops delivered include:

- Talk in Business – FMCG Conference (monthly series; 1-year duration)
- IUS Lifelong Learning Center – Sales Academy (two cohorts)
- Personal Sales Strategy (open-enrollment seminar), Sarajevo & Tuzla
- Key Account Management (KAM) – Excellence as a Success Imperative (open-enrollment seminar), Sarajevo
- In-house training, Bosnalijek d.o.o. – Key Account Management
- In-house training, Dara d.o.o. and Planet d.o.o. – Sales Techniques and Skills
- Chamber of Commerce Sarajevo Canton – SME Business Development Workshop
- In-house training, As d.o.o. Jelah – Product Positioning
- In-house training, Dara d.o.o. and Planet d.o.o. – Field Sales Management
- In-house training, As d.o.o. Jelah – FMCG Sales Management
- Key Account Management (KAM) – Advanced Program (open-enrollment seminar), Sarajevo

Projects and Programs

- BOLD Programs (U.S. Embassy)
 - ❖ Academic Fellowship on Civic Engagement

- ❖ Academic Fellowship on Economic Development
- ❖ BOLD Small Grants Mentorship Program
- Youth Leadership Program (YLP)
 - ❖ Training and mentoring in entrepreneurship, leadership, and project development
- Professional Engagements
 - ❖ Business and entrepreneurship workshops
 - ❖ Mentorship programs for youth and startups

Non-Governmental Engagement

- Co-Founder and President, NGO *Terra Art*, Sarajevo

Focused on cultural development, youth engagement, and educational initiatives.

Key contributions:

- Development and implementation of cultural and educational programs
- Coordination of international collaborations
- Leadership of youth-oriented civic initiatives

Research and Publications

Brkić, N., & Bašić, S. (2014).

Exploring Key Account Management Orientation of Companies in Transition Economies – Case of Bosnia and Herzegovina, Croatia, and Serbia.

Professional Interests

- Customer Relationship Management (CRM)
- Sales Force Automation (SFA)
- Key Account Management (KAM)
- Customer Value and Customer Portfolio Management
- Marketing and Sales Strategy

Languages

- English – Fluent
- Bosnian – Native