

Curriculum Vitae,

Sebastijan Žlebnik, MBA



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Professional Profile

Highly motivated, dedicated and results driven senior manager with a successful background and history in the achievement of profitable business growth through the creation, adaptation and execution of successful Human Resources, Sales and Marketing strategies.

Experienced in Change Management and Performance Management both at a local and at an international level. Understands and possesses experience at implementing the interdependence between external environment, strategy and organisational issues. Provides knowledge to understand macro-organisational solutions and tools to design effective micro-organisations with the aim of improving performance at business and/or operational unit level.

Possesses proficient interpersonal, communication and motivation skills and the ability to develop and maintain mutually beneficial internal and external relationships. Enjoys being part of, as well as managing, motivating and training, a successful and productive team, and excels in highly pressurised and challenging working environments.

Career Summary

2008 - present	Pro Management International Consulting Ltd (founder and director)
1998 – 2008	Generali Insurance Company (Member of Board of Directors – HR, Sales, Marketing) Member of executive board of CEE „sales and strategic development „ PPF group - member of strategic HR and sales development team for CEE
1996 – 1998	Self employed - Business English teaching
1989 – 1996	Yugoslav/Slovene National Radio and Television Network (RTS , Radio MM2, Radio Slovenia International – Moderator, Journalist, Editor)

Last Project

2010 – 2011 Johnson and Johnson (as part of Pro Management International Consulting)

GBS, FASE Shared Service Center, Compliance CoE

- Working in close conjunction with key managers and directors at analysing and assessing the workplace quality.
- Identifying development needs in individuals and organizations, designing and implementing appropriate development approaches.
- Preparing and executing team and individual trainings and coaching in the areas of :
 - Mindset on clear objectives, results and performance
 - Organization, people and talent development
 - Cooperation and team work
 - Transparent communication
 - Strategic orientation
 - Shift from theory to practice
- Trainings, coaching and execution for individual management as well as their teams in the segment of Performance Management by focusing on:
 - Clarification of corporate goals
 - Integration of corporate goals into department, team and individual goals
 - Redefinition of goals in “SMART” way
 - Development of management skills (behavioral competencies vs. hard skills)
 - Improvement of “information flow” and “feedback process”
 - Team work development and awareness
 - Shift from “Push to Pull”
- Working closely with directors and managers in order to furthermore improve Organization and People development, introduction of “Career development plans” for individual team members was implemented, focusing on improvement of:
 - Efficiency output (Individual and organizational)
 - Environmental sustainability
 - Fluctuation of human resources (Retention rate)
 - Leveraging know-how
 - Loyalty, responsibility and accountability
 - Improvement of awareness, information flow and feedback process
 - Job satisfaction
 - Cost optimization
- Due to need of individual trainings and personal development customized consulting, coaching and management support was carried out in areas of:
 - Performance Management
 - Leadership Skills
 - Team Management
 - DISC model of Human Behavior
 - Strategy
 - Problem Solving
 - Decision Making
 - Communication

Generali Insurance Company (1998 – 2008)

2004 – 2008 Member of the Management Board

- Strategy Development, Implementation and Management of all Generali Insurance Company Sales Channels (Tied Agents, Agencies, International Brokers, Bank Assurance, Motor Channels). Recorded as the fastest growing Insurer in Slovenia for 6 successive years
- Design, Implementation and Management of the first online Sales and Distribution channel for Motor Insurance “Halo Polica” in Slovenia (**Winner - Generali Vienna Group Best Practise Award**). The model has been used as the basic conception and foundation for number of insurance companies within Generali Group across Western Europe and CEE.
- Design, Implementation and Management of the unique CRM tool in the form of the “Generali Loyalty Club” increasing retention and renewal rates by more than 30%
- Introduction and implementation of the first “Gender profiled Motor Insurance for Women” in Slovenia, doubling premium income within a year
- Introduction and implementation of the first “Drivers experience TPL Motor Insurance” in Slovenia revolutionizing insurance trends in the country
- Design, Management and Execution of numerous marketing campaigns establishing Generali Insurance Company as one of **the most Innovative** Insurers in Slovenia (Independent Insurance Monitor - Gfk report 2006)

2002 - 2004 Sales Director

- Design and Implementation of all new Remuneration System in Sales (Generali Vienna Group **Best Practise Award – Runner Up**) drastically improving efficiency and sales results
- Development and management of full time tied sales agents and insurance agencies in Slovenia (in access of 200 full time employees)
- Responsibilities and management of all sales channels / planning, strategy, execution (Tied agents, Insurance Agencies, Banks, Multi Level Motor Insurers)
- Management of Marketing and PR departments on the company level
- Member of the CEE Sales Forum within the “Generali group” (Vienna)

1998 - 2001 Regional Director

- Development of “green field” Tied agent sales force organization in NE part of Slovenia
- Recruitment, training and management of insurance tied sales agents

Other Professional Strengths and Experience

Strategy and Business Environment

- Establishing a “learning contract” and develop positive group dynamics to create an effective “learning team” in which participants can exchange their knowledge and experience;
- Providing a flexible model that, through a deep analysis of the external and internal variables and factors to be considered, represents a methodological framework to allow the participants to fully understand strategies and consequently to better implement them
- Analysing the political and social context with particular reference to its impact on economy and business ;
- Examining some of the major trends in the world economy with particular reference to Western Europe, Eastern Europe and the promising areas of development and reflect on the possible impact on the business;

Implementing strategy:

- Understanding and implementing the interdependence between external environment, strategy and organisational issues;
- Providing input on the development and management of information technology as a positive lever in the implementation of strategy and in the improvement of efficiency, productivity and performance;
- Understanding how to use sales, marketing tools and techniques to generate competitive advantage by satisfying clients in a more effective and efficient way.

Leadership and HR Management

- Reflecting on the role of leaders and on the competencies required to produce appropriate responses to rapidly changing and increasingly complex contexts, both at a local and at an international level;
- Coaching how to use tools and approaches which will ensure performance improvements in one’s own organisation and for co-workers within the organisation.

Education and qualifications

2005 – 2006 Executive MBA, Imadec University, Vienna , Austria

2003 – 2005 Generali Academy, Mogliano, Italy

1986 – 1988 Richmond Upon Thames Collegue, London, UK

1984 – 1986 Shene High School, London, UK

1978 – 1984 Secondary School Maribor, Slovenia

Professional Development

- Management Development Programme
- Human Resources Management
- Presentation Skills
- Finance for Non-financial Managers
- Sales and Multi Level Structures
- Leadership
- Team Building
- Creativity Training

IT Skills

- Word, Excel, Access, PowerPoint, Internet and Email

Personal Details

Driving Licence Full/Clean
Health Good
Interests Family, Sports

References Are Available On Request