



DR. MILAN POPOVIĆ

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PROFILE

After completing High School in Loznica, I graduated at the Faculty of the Medicine University of Belgrade and obtained the title of Medical Doctor. From 2017 I am Resident of Psychiatry at the Medical Faculty University of Belgrade till April of 2022. when I will become Psychiatrist. I also specialize RE&CBT Psychotherapy within the Serbian Center of RE&CBT. I have an Advanced Certificate of RE&CBT Psychotherapist from the Albert Ellis Institute (New York) and the Institute for Cognitive Management (Stuttgart), as well as the Serbian Center for RE&CBT. I have 3 years of Psychotherapy experience. I gained work experience as a general practitioner in healthcare homes and nursing homes, as well as on the position of the Clinical Trials Research Associate (CRA) and as a Brand Manager in the Pharmaceutical Company. At the same time, I was engaged in the field of IT specialists, web designer, graphic designer, marketing manager and administrator of digital marketing.

EDUCATION

2018 – 2022	Serbian Center of RE&CBT RE&CBT Psychotherapist under supervision
2017 – 2022	Faculty of the Medicine University of Belgrade, Serbia Resident of Psychiatry till April of 2022.
1996 – 2008	Faculty of the Medicine University of Belgrade, Serbia Medical Doctor – General Practice
1992 – 1996	Gymnasium "Vuk Karadzic" Loznica, Serbia Natural Sciences and Mathematics Department

WORK EXPERIENCE

Association of Natural and Forest Medicine - Forest (September 2020 -)

Founder and President, MD, RE&CBT psychotherapist under supervision

Zepter International d.o.o. Serbia, Belgrade (December 2019 -)

Executive International Advisor to the President of Zepter, MD

- Cooperation with the medical, IT, educational, marketing and sales sectors of Zepter in order to improve business and increase sales.
- Participation in the work of the Scientific Committee of the Zepter Company.
- Development of conceptual solutions for projects, patents within all sectors in order to strengthen the Company, introduce new products, strengthen the brand and increase sales.
- Direct communication, planning and execution of business actions in the Company with Mr. Philip Zepter as a Superior in order to improve the business.

Zepter International d.o.o. Serbia, Belgrade (December 2019 -)

Project Developer, Medical Doctor

- Project planning with AKME (Academy for Continuing Medical Education) - education of doctors and medical staff of Serbia through the online platform for education of AKME, while introducing doctors and medical staff to Bioptron and other medical products of Zepter. Creating and monitoring a marketing campaign to promote the Company's products through the education of medical professionals, spreading awareness of our brand among physicians through education.
- Development of a medical, marketing and financial plan and strategy for cooperation with AKME.
- Holding regular meetings and consultations with the Director of AKME, as well as with the General Manager and Legal Department of Zepter Company regarding project planning and implementation.
- Preparation of medical documentation for AKME.
- Monitoring the implementation of the Project.
- Organizing a visit of doctors involved in education, in terms of conducting further marketing campaigns in order to further promote and sell Zepter products.
- Evaluation the results.

Zepter International d.o.o. Serbia, Belgrade (April 2019 - December 2019)

Medical Manager, MD

- Organizing and holding presentations in order to present products from the Company's product range.
- Joining new clients in the Live 100 Club
- Cooperation with the Educational Center in order to develop a new training plan related to Medical (Bioptron, hyperpolarized light, Tesla Hyperlight Eyewear glasses, Therapy Air Ion, Edel Wasser ...), making presentations for new and old medical and other devices, in order to improve educating new and old associates and increasing sales.
- Cooperation with Marketing and the goal of better product promotion (Facebook and Instagram campaigns).
- Cooperation with the Sales Department in order to develop ways to improve the sales of Medical products.
- Cooperation with the IT sector in order to develop digital marketing and website (website development, blog).
- Cooperation with the general practice of Zepter Medical, managing of the office and work schedule of doctors, implementation of marketing activities aimed at increasing the number of patients and services provided, making banners, flyers, writing texts for the Facebook page.
- Design of the website and blog of the Zepter Medical and Zepter Company.
- Medical texts for the Blog of the website of the Practice and the website of the Zepter Company, as well as the Facebook page.
- Project proposal for improving the Company's sales.
- Proposal of marketing activities to improve the business and sales of the Company.
- Preparation and implementation of individual sales and marketing activities aimed at improving business.
- Monitoring and planning the work of the office, coordination, administrative work, organizing the work of doctors in the absence of the Medical Director.
- International participation in trainings, seminars and sales seminars.

UTI d.o.o. Belgrade, Serbia (April 2016 - May 2017)

Brand Manager, Medical Doctor

- Development of a marketing plan and marketing strategy for new medical devices in the company.
- Building and maintaining good business relationships with doctors (general medicine, physiatrists, gynecologists, orthopedists, ORLs, immunologists, pediatricians ...), dentists, pharmacists and other professionals.
- Defining target groups of professionals and patients for specific company products, creating marketing plans and strategies for further promotion of the products.
- Monitoring of competition, development and evaluation of marketing strategy.
- Organization and participation in events, meetings and lectures for foreign business partners of the company, representatives of partner pharmaceutical companies and organizations; organization and

- implementation of accredited lectures for doctors, dentists and pharmacists in cooperation with eminent domestic and foreign experts, professors of the University of Belgrade and doctors of clinical centers.
- Organization, planning and production of brochures, banners and other promotional materials for existing and new products using knowledge in the field of graphic design and IT sector.
- Creating ideas, organizing, planning and implementing of creating of the website and social networks regarding immunity and OTC for the Company's immunity products, using knowledge in the fields of medicine, pharmacy, web and graphic design, digital marketing, sound and video, hardware and software.

Health Center "Milutin Ivkovic" Palilula, Belgrade, Serbia (February 2015 - April 2016)

Medical Doctor

- Fieldwork in the Emergency and Home Care Service at the Health Center in the territory of Palilula and Karaburma (right bank of the Danube) - the part of Belgrade.
- Fieldwork in the Emergency and Home Care Service at the Health Center on the left bank of the Danube (Borca, Ovča, Padinska Skela, Dunavac, Jabučki rit, Glogonjski rit, Kotež ...), Belgrade.
- Ambulatory work in ambulances Jabucki and Glogonjski rit, Belgrade.
- Maintaining the website of the Health Center using the knowledge of the web and graphic design and IT sector, with close daily cooperation with the heads of departments and the charge-nurses of the Health Center.

Home care for elderly and immobile persons "Senior Plus", Belgrade, Serbia (August 2013 - January 2015)

Medical Doctor

- Regular medical examinations of all home Plus Senior Plus users at three locations (Lipovica, Voždovac, Višnjička Banja).
- Medical reviews of the users of the Senior Plus within the daily care - New Belgrade and Vračar
- Checks, the administration of therapy and the implementation of other diagnostic and therapeutic procedures for home users.
- Introduction of a health care system to caregivers, kitchens, nurses and other medical and non-medical staff that are working, modeled on health institutions, with the aim of preventing, preserving and improving the health of home users and improving work (agreement with directors and social workers).
- Creating a conceptual solution, introducing and creating a health information system in all three parts of the home.
- Planning and realization of digital marketing (web and graphic design and marketing of social networks).
- Organization of lectures, hosting on national television, as well as organization of other medical and non-medical activities in Senior Plus.

Health Center "Dr Milenko Marin", Loznica and Mali Zvornik, Serbia (January 2012 - October 2012)

Doctor of General Medicine

- Ambulance and fieldwork in the municipalities of Loznica and Mali Zvornik, medical emergency, home treatment.
- Ambulatory work, immediate help and medical home care in the village of Mali Zvornik (5 village clinics).
- Ambulatory work, emergency help and medical home care in the area of Loznica and suburban.
- The Medical emergency center of Loznica, work in the outpatient clinic and on the field.

Institute for Emergency Medical Aid of Belgrade 194, Belgrade, Serbia (October 2009 - June 2011)

Doctor General and Emergency Medicine

- Volunteer work in the outpatient clinic and on the field.
- Overview of patients, treatment, emergency medical care.
- Injection, infusion, blood extraction, artificial respiration, measures of resuscitation, measures of polytrauma, poisoning, CPR, ECG, EEG, ultrasound.

Axiom International, Belgrade, Serbia (June 2008 - October 2008)

MD

- Clinical Research Associate (CRA) for new Medicines.
- Cooperation with researchers (professors) at the Clinical Center and everyday telephone or personal contacts.
- Cooperation with drug manufacturers and researchers abroad, daily contacts and making new contacts.
- Evaluation of work and reports of researchers and comparisons written with electronic reports during the clinical trial of drugs.
- Official meetings with representatives of drug manufacturers from Israel and other countries.
- Maintenance of software and hardware at the firm.
- Administrative jobs.

TECHNOLOGY AND COMPUTERS

- o Advanced use of the Internet and computers
- o MS Office package (Word, Excel, Access PowerPoint, InfoPath, Publisher)
- o Web design and SEO optimization - HTML5 (knowledge), CSS, Dreamweaver, FrontPage; CMS solutions: Joomla, Wordpress, Drupal, Moodle and other platforms ...
- o Work with e-commerce platforms (Shopify, WooCommerce, Magento)
- o Marketing and digital marketing on social networks (tools and techniques: Jarvee, FollowLiker ...)
- o Work and experience in Google Ads, Facebook Ads, Instagram campaigns, Google Analytics, remarketing, newsletter
- o Graphic design: Corel, Photoshop, Illustrator, Flash and other graphic design tools ...
- o 3D animation (basic knowledge): 3D Studio Max, Maya, Maxon Cinema 4D, Unreal Engine 4
- o Audio and video processing: Sound Forge and Sony Vegas, Adobe After Effects, Adobe Premiere, Cyberlink Power Director, Corel Video Studio, Magix and similar programs
- o Windows Administration: Windows Server 2012, Windows XP, Windows 7, Windows 8, Windows 8.1, Windows 10
- o Programming languages: PHP (beginner level), SQL, MySQL, Python (intermediate level), HTML5, CSS
- o Database programming: MS Office Access
- o Knowledge of SQL Server
- o Advanced knowledge of computer hardware, computer networks, networking and user software (antivirus, system maintenance software ...)
- o Android and Windows navigation software (iGO)
- o Flight simulation software (FSX, P3D, X-Plane, MSFS2020)
- o Professional and artistic digital photography (+ Lightroom and Photoshop) - Alison Diploma in Digital Photography
- o Advanced knowledge of physics, chemistry, genetics, electrical engineering, astronomy, meteorology, air navigation, theory of visual and instrumental flight and applied electronics (scientific seminars at the Petnica Research Station for 4 years - 1992-1996)

KNOWLEDGE OF LANGUAGES

- o Serbian / Croatian / Bosnian / Montenegrin - Maternity (speech and writing)
- o English - Advanced Level (Speech and Writing)
- o Russian - Middle level (speech and writing)
- o German - Basic level (speech and writing)

OTHER EDUCATION

1992 Scientific Research Station Petnica, Valjevo

Education, research and electronics seminars

2017 MAIN POINT Institute (Education for public appearance)

Diction and public speaking course

2020 ALISON (education)

Photography and digital photography diplomas

2020 HUBSPOT (education)

Inbound Marketing, Sales, Services degree

- o Knowledge of marketing, marketing strategy and management
- o Knowledge of digital marketing, neuromarketing and social psychology
- o Knowledge of coaching, cognitive management and business analysis, proposals for business improvement - knowledge acquired within the REKBT specialization / education

PERSONALITY

The communicative, sociable, positive, adaptable, patient, tolerant, versatile, well-organized person, team-oriented.

HOBIES

- o Category B driver's license, active driver
- o IS Petnica - seminars of electronics and nanomedicine (1992-1996 and 2015)
- o Karate, black belt 1st day
- o Nindjucu, Ninja. Since 2016, I belong to the Bujinkan organization, based in Japan, which teaches the skills of ancient samurai and ninjas at the highest level.
- o Yoga
- o Mindfulness Meditation and meditative techniques
- o Aviation - theory and flight on a simulator in the last 20 years
- o Editor, web designer and website editor and manager of Facebook and Instagram campaigns for business associates
- o Salsa dance
- o Chess
- o Physics, chemistry, astronomy, aviation, astrophysics, meteorology, computers, electrical engineering, electronics ...
- o Poetry and prose (I write in my free time)
- o Vuk and other diplomas for outstanding results in the field of physics and chemistry (primary school and gymnasium)

• Web sites designed in the past year:

www.neuropsihijatar.net

www.drmilanpopovic.com

www.epsihijatar.net

www.radiozvezdara.com

www.gordananikic.com

www.asocijacijaforest.com

www.therapyair.rs

www.fotoart.rs

www.webart-studio.rs