


HENRIETTA LAKLIJA HANZL

CONTACT

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EDUCATION

COTRUGLI Business School,
Executive MBA
2015-2018

Faculty of Economics Rijeka,
Masters degree
2015-2018

Faculty of Organization &
Informatics, IT technician,
Varaždin
1996-1999

EXPERIENCE

Director of Retail Offer Management, INA, d.d.

Nov 2020 - now

- Planning, managing and supervising Fuel and Non fuel categories
- Developing Non fuel categories with strong focus on Fresh corner and category management
- Responsibility for Revenue and Margin – Fuel and Non fuel
- Business planning and alignment with all key stakeholders
- Define procurement, pricing policy and merchandising strategy for Fuel and Non fuel categories
- Responsibility for contract with suppliers and commercial conditions
- Category management and space management in focus
- Category reviews and defining retail prices
- Developing team and driving necessary changes to ensure further business development
- Close cooperation with WS, S&O, Marketing, ND and HR

Retail Manager of Convenience/ Director of Non-Fuel Management, INA d.d.

Oct 2018 – Nov 2020

- Managing shop, gastro and services portfolio, define procurement, pricing and merchandising strategy for Non fuel categories
- Business plan preparation
- Negotiations with suppliers
- Responsibility for KPIs
- Category management including implementation of space management, category reviews and defining retail prices for non-fuel goods assortment

Head of Sales for HoReCa Segment, Salvia d.o.o.

Oct 2017 – Oct 2018

- Developing the strategy for the HoReCa sales segment
- Organizing the operations of HoReCa departments
- Team management
- Negotiating, concluding and executing contracts with crucial buyers: hotel chains, bakeries and manufacturers of confectionaries, improving services/ products offered at petrol stations
- Coordinating & delegating the sales representatives' work
- Responsible for achieving sales and collecting claims
- Continuous enhancement of work processes

Procurement Manager – NonFood Categories, Konzum d.o.o.

Dec 2014 – Sep 2017

- Managing the procurement sector of 2 billion HRK
- Defining the role of the sector and category management within the sector in accordance with the company strategy
- Budgeting at the sector level according to individual categories and product groups
- Negotiating with suppliers
- Responsible for achieving forecast sector results
- Planning and defining marketing activities
- Internal coordination of sector operations and coordinating actions with other sectors
- Projects: improving automatic liquidation, premium stores, establishment and improvement of the return process

Procurement Director and Category management, Mercator-H d.o.o.

Dec 2013 – Dec 2014

- Management with Procurement sector with revenue of 2.6 billion kuna during crisis time and achievement of all planned targets
- Guiding and motivating over 70 employees
- Improving business processes in the sector
- Tracking work, educating and motivating employees
- Optimizing supply sector purchases
- Monitoring changes/trends in the retail and production market
- Adapting the work to market changes and internal situations (e.g. Acquisition by Konzum)
- Negotiating with suppliers to increase overall profitability
- Business analysis and reporting to management
- Cooperation with other sectors in order to achieve goals company
- Optimization of logistics

Deputy Director of Procurement and Category management, Mercator-H d.o.o.

Apr 2012 – Dec 2013

- Defining the role of the Private label
- Developing strategy for the private label
- Developing new products and managing the brand portfolio
- Developing marketing strategy for private label
- Responsible for company's price perception on the market
- Negotiations with existing and potential manufacturers / suppliers
- Managing annual contracts with major brand suppliers
- Cooperation with other markets where Mercator operates

Category Manager, Mercator-H d.o.o.

Oct 2009 – Apr 2012

- Category management (23 commodity groups, 4,500 items)
- Planning and budgeting at the category level and of individual commodity groups
- Responsible for managing commodity categories
- Annual negotiations with suppliers
- Responsible for achieving yearly category plans and the long-term development targets of the category
- Definition and realization of marketing activities with suppliers
- Responsibility for price perception
- Monitoring the results achieved and, if necessary, correcting the planned activities to achieve the plan's goals

Category Manager Assistant - Grocery, Mercator-H Ltd. / Presoflex d.o.o.

Oct 2003 – Oct 2009

- Annual sales negotiations with suppliers (turnover of 2 million HRK)
- Responsible for assortment and price perception in the market

- Defining and implementing marketing activities in cooperation with suppliers in order to increase profitability
 - Analyzing, preparing reports, and suggesting improvement measures
 - Preparing commercial contracts
 - Managing the master data of items and pricelists
 - Responsible for the payment of contracted bonuses
 - Cooperating with finance, marketing and sales departments
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Head of Basic Food - GETRO d.d., Varaždin

May 2002 – Oct 2003

- Responsible for the assortment, optimal stock and employees
 - Monitoring the achieved results
 - Improving existing business processes
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Designer and programmer of information systems, TVIN d.d., Virovitica

Feb 2000 – May 2002

- Application development for transport, export, accounting and finance services
 - Support to users to plan production and educating of employees in the basics of using the MS Office packages
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Contract work

May 1999 – Feb 2000

- trade calculations, education and seminar organization (MS Office)