



Stipe Anušić

P&L Owner and Board-Level Commercial Leader - Sales, GTM, Pricing, and Ops (EU).

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Commercial and P&L leader with 20+ years scaling multi-country businesses to EUR 105M revenue and 100+ FTE. Consistently delivers double-digit top and bottom-line growth (2022: revenue +18%, EBITDA +24; 2023: revenue +10%, EBITDA +15) by resetting pricing architecture, mix, and sales execution. Rebuilt go-to-market and supply chain to release EUR 920K in annual savings and lift OTIF by 18, while tightening S&OP and KPI governance across sales, operations, and logistics. Proven in complex transformations and restructurings with clear cash, margin, and working-capital outcomes. Establishes enterprise partnerships with leading tech vendors (IBM, Google, Informatica, Salesforce/Tableau) to open new channels and data-driven growth. Trusted by boards to align strategy, capital allocation, and talent-pragmatic, data-driven, and accountable for results across Europe.

Key Achievements:

- **TVIN (2025):** Delivered EUR 3.0M savings in 6 months vs. prior year through procurement optimization (eliminated stoppages and related production costs), logistics process redesign and fleet optimization, cash-flow stabilization, and a 15% product price increase with controlled volume impact.
- **Solvership:** Built enterprise partnerships (IBM, Google, Informatica, Salesforce/Tableau) and a modern, data-driven sales engine across multiple EU markets.
- **Cromaris (2022–2023):** Revenue +18% and EBITDA +24% (2022); revenue +10% and EBITDA +15% (2023). Improved OTIF +18% and unlocked EUR 920K annual savings (EUR 600K logistics tendering + EUR 320K warehouse productivity).
- **M SAN Grupa:** Drove +60% revenue growth in 2 years and >40% gross-margin uplift via product-mix and sales execution improvements.
- **Atlantic Trade:** Secured Philips SKA distribution for Croatia (EUR 19M revenue) and built SME retail for EUR 5.3M additional revenue; total +90% revenue in 5 years with strong profitability.
- **Weber Escal:** Added EUR 5.3M revenue in 3 years and +10% gross margin; led market-liberalization project generating EUR 1.6M.

Career

Member of the Management Board and Group Chief Restructuring Officer (Contorte Group, TVIN, Contorte, Pro Wood, Select, Sector)

TVIN d.o.o., 2025 – today

- Led company-wide restructuring as P&L owner, stabilizing operations and preparing the business for a planned stake sale to a German company; established governance, reporting cadence, and transformation KPIs.
- Ran a top and bottom-line optimization program to lift revenue and reduce costs simultaneously, covering pricing architecture, product and channel mix, supply assurance, working capital discipline, and S&OP.
- Delivered EUR 3.0M savings in 6 months vs. prior year through procurement optimization (eliminated stoppages and related production costs), logistics process redesign and fleet optimization, cash-flow stabilization, and a 15% product price increase with controlled volume impact.

Team: 1100 FTE; Revenue: EUR 40m

Executive Director

Solvership d.o.o., 2024 – 2025

- Built a modern sales team and transformed processes to create a sustainable international pipeline and profitability focus.
- Designed innovative sales strategies for new business and formed alliances with leading technology vendors.

Team: 7 FTE; Revenue: EUR 15m

Member of the Management Board

Cromaris d.d. (Adris Grupa), 2022 – 2024

- Owned international business development, pricing, portfolio, promotions, and commercial policy under a Commercial Excellence agenda.
- Achieved 2022 results: revenue +18%, EBITDA +24%, net income +35; 2023 results: revenue +10%, EBITDA +15, net income +57.
- Ran transport tenders to lift delivery-in-full, on-time by 18% and save EUR 600,000; boosted warehouse productivity and delivered an additional EUR 320,000 in annual savings.

Team: 105 FTE; Revenue: EUR 105M

Executive Sales Director

M SAN Grupa d.o.o., 2019 – 2022

- Grew regional revenue and profitability across Croatia, Serbia, and BiH; optimized trade marketing.
- Managed 20+ key accounts and 500+ SME customers across channels.
- Delivered +60% revenue growth over two years and >40% gross margin uplift.

Team: 27 FTE; Revenue: EUR 73M

Head of Sales

Atlantic Trade d.o.o. (Atlantic Grupa d.d.), 2014 – 2019

- Led strategy for multi-channel expansion (Retail, E-commerce, PET, Sport, Pharma, Consumer Electronics) to drive +90% revenue in five years with strong profitability.
- Won Philips SKA distribution for Croatia, contributing EUR 19M revenue.
- Built SME retail to add EUR 5.3M revenue.

Team: 9 FTE; Revenue: EUR 20M

Sales Director

Weber Escal d.o.o., 2010 – 2014

- Led sales in addressed and unaddressed postal distribution.
- Added +EUR 5.3M revenue over three years and lifted gross margin by 10%.
- Drove market-liberalization initiative that generated +EUR 1.6M and secured key distributor position.

Team: 13 FTE; Revenue: EUR 11M

Sales Director

AGIT d.o.o., 2005 – 2010

Key skills

- **Board-level P&L ownership and restructuring (Group CRO):** multi-entity turnarounds across EU markets, sale-readiness, KPI governance, risk control.
- **Commercial excellence and GTM:** pricing architecture, portfolio/mix, key accounts and channel strategy, trade terms, revenue growth management.
- **Operations and supply chain optimization:** S&OP, procurement continuity, logistics and fleet efficiency, OTIF uplift, warehouse productivity.
- **Financial and cash discipline:** top- and bottom-line optimization, margin expansion, cost-out programs, working capital (DSO/DPO/DIO), scenario planning.
- **Data-driven leadership and stakeholders:** cross-functional teams (7-100+ FTE), vendor/partner ecosystems, Salesforce CRM and BI (Power BI, Cognos).

Education

- University of Zagreb, Faculty of Transport and Traffic Sciences — Traffic Engineer (1998–2004).
- English — C1 proficient user.

Certifications and Executive Trainings

- Mercuri International (Sales Leadership Academy; Sales Planning; Team Leadership), KARRASS (Effective Negotiating), DEVELOR Slovenia (Consultative Sales), EDIKON (Leadership Academy; Change Management; Effective Delegating), Time Management programs.

Technical Profile

- Salesforce CRM; Power BI; Cognos Analytics; IBM Watson Analytics; MS Office.