Hamdija Salkić

B2B Business Development & Go-to-Market Leader · Chief Sales Officer

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15+	€5M	50	3	4
years in B2B sales	pipeline built	deals closed	new markets entered	working languages

Profile

B2B Business Development and Go-to-Market leader who builds sales pipelines for SMEs and software development companies. Chief Sales Officer at SM Mondo d.o.o., a software development agency with 20 developers, owning the full sales cycle from first contact to signed contract. Experience across software services, hospitality, LinkedIn personal branding and consumer-goods manufacturing in Europe, Russia and the Middle East. Seeking remote roles as Head of Sales, Sales Manager, Business Development Manager, Account Executive or B2B Marketing Lead.

Experience

Chief Sales Officer (CSO)

April 2026 – Present

SM Mondo d.o.o. — software development agency, 20 developers · Sarajevo / Remote

- Own the full B2B sales cycle: prospecting, discovery, scoping with the delivery team, proposals, negotiation and contract signing.
- Define the Go-to-Market strategy: target industries, ideal customer profile, positioning and outbound channels.
- Build outbound pipeline via LinkedIn, email and referral partners, targeting transport, healthcare and SaaS companies in the DACH region and the local market.
- Translate client business problems into software and AI automation proposals with technical leads.
- **Signed 3 deals in Balkan markets.**

B2B Marketing Manager & Growth Lead

2024 – Present

Dev Craft Advisors · Remote

- Built a qualified B2B pipeline from zero using email campaigns, LinkedIn sequences and cold calling.
- Recruited, trained and led a team of 5 sales and marketing professionals; wrote the outreach playbooks.
- Designed segmentation and positioning that shortened time-to-close and raised lead-to-opportunity conversion.
- **Generated 10 qualified meetings per month at a 20% conversion rate.**

Sales & Marketing Manager

January 2025 – December 2025

Arjaan by Rotana — serviced apartments brand of Rotana · Sarajevo

- Developed and ran B2B sales strategy for corporate, travel-agency and long-stay accounts.
- Prospected C-level decision-makers and grew long-term key accounts in new markets.
- Launched demand-generation campaigns across email, LinkedIn and events, tracked against ROI targets; reported weekly to senior leadership.
- **Grew the MICE segment by 40% and generated an additional 1 million BAM in revenue from leisure and MICE business.**

LinkedIn Account Executive

2022 – 2023

FLANCE Directive Creators — LinkedIn personal branding for executives · Remote (South Africa)

- Ran the full account executive cycle: prospecting, outreach, nurturing, objection handling, negotiation and closing.
- Designed personal branding and authority-content strategies for C-level clients.
- **Closed 8 deals for three clients at a 15% close rate.**

Area Sales Manager 2020 – 2022

TH Grass LLC — manufacturer of cleaning, household and car-care products · Russia

- Managed regional B2B accounts and expanded the client base through market research and targeted outreach.
- Ran multi-channel campaigns to reach decision-makers and negotiated distribution contracts.
- **Achieved quota every quarter and signed 2 new distributors in the region.**

Toolkit

CRM	HubSpot, Salesforce, Zoho CRM, Close, Monday.com
Prospecting	LinkedIn Sales Navigator, Apollo.io, Outreach, LinkedElf
Marketing	B2B email campaigns, LinkedIn automation, content marketing, SEO
Analytics	Sales dashboards, KPI reporting and forecasting, Excel (advanced)
AI and web	AI research and personalisation, HTML, CSS, JavaScript

Languages

English (native/bilingual) · Bosnian/Croatian/Serbian (native) · Arabic (advanced) · German (A2)

Education and certifications

MSc, International Relations	IIUM, Kuala Lumpur, 2010
BSc, International Relations	IIUM, Kuala Lumpur, 2009
MBA Certificate	ThePowerMBA, Spain
Advanced Digital Marketing	Google / Udemy
Banking Product Sales Licence	Raiffeisen Bank
Accounting Certificate	FinConsult
Web Development	Websites Workshop