

SRDJAN SOKOLOVIC, MBA

BUSINESS DEVELOPMENT EXPERT | STRATEGIC GROWTH | CLIENT ENGAGEMENT | TECH ENTHUSIAST

CONTACTS

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KEY ACHIEVEMENTS

Customer Engagement Growth

Increased customer engagement by 20% through strategic relationship management and new business opportunities.

Major Deal Introduction

Introduced a 4 Million Euro renewable energy deal and $200M+ agriculture deal to market, enhancing product delivery and securing new revenue streams.

Conference Production Success

Produced and organized 7 online conferences that fostered collaboration in sustainable development.

SKILLS

Management Consulting · Business Consulting · Strategic Thinking · Organizational Skills · Project Management · Business Administration · Lead Generation · Teamwork · WordPress · Investments · CRM · SAP System · Problem-Solving · Web Scraping · Microsoft Suite · Salesforce · Social Media Ads · Time Management · Communication Skills · Spreadsheets

EDUCATION

University of Novi Sad, Faculty of Technology

Ph.D. in Eco-energetic Engineering/Technology Engineering/Chemical Engineering

Novi Sad, Serbia 2015 - 2020

Cardiff Metropolitan University

Master of Business Administration (MBA),

Cardiff, United Kingdom 2013 - 2015

University of Novi Sad, Faculty of Technology

Master, Technology of oil and petrochemical engineering

Novi Sad, Serbia 2002 - 2009

SUMMARY

Business development professional with 10 years of experience in strategic growth and business development, expert in organizational consulting and business strategy. Successfully identified new market opportunities, resulting in increased revenue growth and enhanced brand visibility. Key achievements include the expansion of the client base by 20% and the introduction of new deals from renewable energy including onshore and offshore green hydrogen, green ammonia, synthetic fuels, Agri PV, offshore wind, floating solar, wave energy as well as new deals from CO2 industry to the market. Successfully organized conferences and created engaging and informative content.

EXPERIENCE

Sowa Solutions Serbia

Company Owner 08/2022 - Present

- Managed and completed 12 new business relationships, resulting in bigger number of revenue opportunities for clients.
- Evaluated and recorded clients from the USA and EU, expanding the client base by 20%.
- Produced and Organized 7 online conferences from the field of sustainable development.

Brite Solar Thessaloniki Greece

Business Agreement 03/2026 - Present

Nanomaterials company delivering a new class of glass materials for solar agriculture applications.

- Introduction of potential renewable energy development projects located globally.
- Carried out 5 market research in Latino America for finding potential clients.
- Targeted 5 companies for Agri PV Specialty Panel Technology.

Young America Capital New York, USA

Referral and Consulting Agreement 03/2024 - Present

Rapidly rising New York-based FINRA/SEC licensed independent investment bank.

- Work with YAC, its counsel or other representatives to assist in YAC's efforts to structure financing, its subsidiaries and affiliated companies.
- Introduced a 4 Million Euro renewable energy deal and $200M+ agriculture deal which were signed up and taken to market.
- Coordinated introduction meetings with 40+ quality potential clients.

Black Beauty Ventures Tel Aviv, Israel

Finder's Fee Agreement 04/2025 - Present

Offers consulting services to entrepreneurs and CEOs in the field of energy

- Introduce BBV to 6 Project Developers and 5 EPC companies.
- Targeted 11 companies for large-scale floating solar projects, enhancing project pipeline.
- Secured 8 potential investors through the effective utilization of BBV's proprietary technology.

Hydrogen Refinery London, UK

Finder's Fee Agreement 05/2024 - 12/2025

Produces carbon negative and low-cost hydrogen or synthesis gas from mixed waste

- Facilitated the introduction of 16 potential investors from my personal network.
- Coordinated 5 meetings as an intermediary for investors in company's capital raise.
- Expanded client base by 20%.

PKF Malta Malta

Consultant 10/2023 - 03/2024

Progressive firm specialising in audit & advisory services, and internal audit insurance.

- Advised on business relationships, contributing to 5 offshore solar, wind, and hydrogen companies.
- Provided operational assistance that streamlined business development efforts across 4 offshore energy sectors.
- Conducted comprehensive consultations on speaker acquisition.
- Ensured the selection of qualified and renowned individuals.
- Achieved 95% speaker satisfaction rate.

LANGUAGES

ENGLISH — **Proficient**

SERBIAN — **Native**

CERTIFICATIONS

Certified Software Engineer
ITAcademy by LINKgroup (2022 - 2023)

Certified Android Application Development
ITAcademy by LINKgroup (2021 - 2022)

PRODUCTION AND ORGANIZATION OF ONLINE CONFERENCES

08/2025 - 02/2026
The Future of Solar Energy: Trends and Innovations 2026

04/2025 - 10/2025
The Future of Aviation: How Sustainable Fuel Can Change the Industry

12/2024 - 05/2025
Get More With Offshore Renewables 2025

04/2024 - 10/2024
Green Ammonia: A Pathway to a Sustainable Future

12/2023 - 05/2024
Synthetic Fuels: The Next Breakthrough in Clean Energy

12/2023 - 05/2024
Get More With Offshore Renewables 2024 USA

05/2023 - 11/2023
Future of Hydrogen Trade

PUBLISHED ARTICLES (2023-2026)

The future of hydrogen in Malta
Times of Malta, Malta
05/2023
https://timesofmalta.com/articles/view/opinion-future-hydrogen-malta.1033475

Biodegradable base oils
Lube Media, UK
02/2026

Additives for environmentally friendly lubricants
Lube Media, UK
08/2025

Effect of waste oil on lubricant industry sustainability
Lube Media, UK
06/2025

EXPERIENCE

NIS ad — Serbia
Expert in business development — 2014 - 2022
One of the largest vertically integrated energy companies in Southeast Europe

- Conducted market research and performed analysis for the development of 5 new products, including market segmentation analysis, competitor analysis, and price analysis.
- Developed 5 new products by determining product costs, locating regulatory requirements and legislation, and defining the strategy how to break into untapped markets.
- Improved existing product performance by optimizing operational expenses and enhancing the quality-price ratio, resulting in a 15% increase in customer satisfaction.
- Wrote proposals for projects with 90% approved rate by the investment commission and managed them successfully 100%. Lead domestic and international projects with budgets up to 2.5 million EUR.
- Actively worked in SAP and achieving 100% compliance in tender procedures, record of the service performed, projects, etc.
- Prepared technical documents and training materials to support operational activities, improving efficiency and accuracy in day-to-day operations and reducing errors by 25%.
- Collaborated with state authorities during more than 15 inspections, ensuring 100% compliance with regulations and avoiding 15 penalties.

NIS ad — Serbia
Specialist in business development — 2010 - 2014
One of the largest vertically integrated energy companies in Southeast Europe.

- Reported to top management for 8 years.
- Achieved a 20% improvement in operational efficiency by creating organizational schemes and providing administrative support during key changes. Supervised inventory and materials in SAP (Materials Management Module), maintaining up to 1% discrepancy of accountant materials inventory with physical state of materials inventory.
- Coordination with the production of lubricants according to ISO 9001.

ADDITIONAL EXPERIENCE

GLG — New York, Remote
Network Member — 08/2023 - Present
Connects global decision makers with leading experts to help them solve their most complex challenges.

- Network Member for more than 2 years.

Lube Magazine & Times of Malta — UK & Malta
Editorial contributions — 08/2021 - 01/2026

- Wrote 8 articles regarding lubricant industry for Lube Media (https://www.lube-media.com/article/?_sft_article-author=srdan-sokolovic)
- Wrote an article about green hydrogen for Times of Malta which has daily print figures estimated around 35,000 as of 2017

Active Communications International (ACI Europe) — London, UK
Senior Conference Producer — 09/2022 - 02/2023
Producer of world-class conferences.

- Acquired more than 30 speakers.
- Wrote Agenda for 3 conferences.
- Preparation & Delivery of sales briefs for 2 conferences.