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New managerial reinforcements for new growth

Through the last two years Atlantic Grupa has disinvested the minor and non-core business operations along with continued strengthening of its core business, dominantly in food and beverages industry. As new managerial reinforcements the company welcomes Marko Njavro from Molson Coors and Slađana Bastašić from Coca Cola.

With the beginning of March Atlantic Grupa brings new managerial reinforcements, with the aim of additional growth of the existing business segments as well as to contribute to the successful development of new business segments.

Marko Njavro as the new head of Štark in Belgrade

Marko Njavro is joining Atlantic Grupa from the position of Managing Director for Slovenia, Croatia and Bosnia and Herzegovina at Molson Coors Brewing (which includes the Croatian industry leader Zagrebačka pivovara), with total annual revenue of almost € 200 million. During his 18 years of experience, Marko, as an industry expert, has achieved great results in the FMCG industry and acquired serious international references. He previously served as Molson Coors Managing Director in Bulgaria and Marketing Director in Romania, and before that he was Head of Group Marketing for Stella Artois, Beck's, Lowenbrau, Hoegarden and Leffe in nine CEE countries, based in Prague, and Marketing Manager for Ožujsko pivo. As the General Manager of the Strategic Business Unit (SBU) Snacks Njavro starts with the leading position of Štark's brands in the confectionary industry in Serbia (Najlepše želje, Bananica) and as the regional leader in Snacks category (Smoki, Prima), with great ambitions of strengthening its position in the region and entering new markets.

Slađana Bastašić as new General Manager of distribution business in Croatia

Slađana Bastašić is joining Atlantic's Distribution Team as new General Manager for SDU Croatia. She is arriving from the position of Commercial Excellence Director at Coca Cola HBC. Slađana has more than ten years of managerial experience at Coca Cola where she built a successful career in sales and achieved impressive results at the Croatian market. Slađana will provide further momentum to the growing consumer focus within the Atlantic Grupa system thanks to, among other, her work experience at the GfK market research agency, which preceded her successful career at Coca Cola.

Slaven Romac as new General Manager of SBU Beverages

Slaven Romac, current General Manager of SDU Croatia, will take over the position of General Manager of SBU Beverages with renowned brand such as Cedevita, Cockta and Kala. Over the last five years, Slaven has transformed the business and the mode of operation of SDU Croatia and has greatly improved the overall results of this area throughout his mandate. He will use his excellent knowledge of the Atlantic Grupa system and the markets in which we operate, as well as an understanding of world's best practices in the soft drink business, acquired through his extensive management experience at Coca Cola HBC.

Current General Manager of SBU Beverages Zvonimir Brekalo and Matjaž Vodopivec, current General Manager of SBU Snacks are leaving stable and successful businesses to their successors and take on new strategic positions that aim for significant new growth. Zvonimir Brekalo is moving to the position of Senior Executive Director for the Private Label with the main goal to sell private labels for retail and hotel chains using our factories' free production capacity. Matjaž Vodopivec will assume the position of Director for the Polish market, which Argeta considers a priority market for its growth. His main responsibility will be the development of a sustainable business model and distribution capacity for Argeta.

Atlantic Grupa d.d.