

**DRAGANA
VOJAKOVIC**
Associate



- ▶ MSc – Political Economy (London School of Economics)
- ▶ Post-Graduate Diploma – Marketing (Chartered Institute of Marketing, UK)
- ▶ 1.5 years with Centre for Strategic and Evaluation Services (UK), Consultant/Senior Consultant
- ▶ 1.5 years with Canadian Labour Market and Skills Researcher Network, Research Manager and as an independent consultant specialising in strategic development, market research and project monitoring.
- ▶ 5 years in the financial services sector in London (UK) with Barclays Bank (4 years) and Mourant Professional Services (1 year), specialising in product development and technical solutions implementation

Professional experience

- ▶ ***Competitive Alternatives*** – *Competitive Alternatives* is KPMG’s Guide To International Business Location. This biennial study is managed by MMK Consulting and developed in association with KPMG on behalf of various international, national, provincial, regional and municipal economic development agencies. The 2008 edition included analysis of 136 cities in 10 countries. For the 2008 edition, led the research and analysis program to expand the study to include analysis of a range of non-cost business location factors. Completed international research and analysis related to business environment, labour markets, innovation, regulatory framework, quality of infrastructure, energy supply, and quality of life factors.
- ▶ **Automotive Sector Competitiveness Study** – Assisted in many facets of developing a detailed review of the automotive sector in Canada as compared to key US jurisdictions, for vehicle assembly and engine manufacturing. The review was broad-based, encompassing business costs, business incentives, labour force issues, logistics and border issues, and environmental considerations. In particular, completed detailed analysis of labour costs and labour market issues in Canada and the US.
- ▶ **Analysis Of Economic & Population Growth In North American Metro Areas: South Australia Department of Trade and Economic Development** – Completed a series of case studies that investigated economic development policies and other economic influences in metro areas that had achieved above-average economic growth despite having below-average population growth. Case studies were developed based on interviews with economic development professionals and secondary research in Canada and the United States.



- ▶ **Strategic and Marketing Plan, Canadian Evaluation Society, BC Chapter** – Facilitated development of the strategic and marketing plan by working with the executive committee and through a wider stakeholder consultation.
- ▶ **Canadian Labour Market and Skills Researcher Network (CLSRN)** – Project managed operational aspects of CLSRN. Organised research conferences and workshops, promotional activities and conducted budgetary control. Maintained regular contact with the funding agency (Human Resources and Social Development Canada), to ensure that the activities of the network met their needs.
- ▶ **Industry Training Authority (BC)** – Developed an analysis of barriers and solutions to greater participation of women in skilled trades training and employment.
- ▶ **Population projections for a BC based First Nation** – Designed a complex projections tool, carried out the projections and prepared client reports. Worked with the client and provincial and national statistical agencies to identify relevant data sources.
- ▶ **Economic Development Strategy, City of Surrey** – Conducted secondary and primary research to support development of the economic development strategy.
- ▶ **European Commission, Agency for Health and Safety at Work, Evaluation of an awareness raising/communications campaign (European Week 2004)** – Project managed an evaluation of a pan-European health and safety awareness raising campaign aimed at the enterprises and workforce in the construction sector. Designed and implemented multi-stakeholder surveys, designed interview guides, conducted interviews and developed best practice case studies. Produced client reports, including recommendations related to both management/organizational aspects of the campaign and services/products that were developed.
- ▶ **European Commission, Agency for Health and Safety at Work, Evaluation of training schemes funded by the Agency ('SME Funding Schemes')** – Assisted with survey implementation, conducted interviews and contributed to the evaluation report by writing parts of the report and case studies.
- ▶ **European Commission, Guidelines on Measuring Employment Effects of Regional Economic Development Interventions** – Conducted an analysis of internationally available literature on the methods used in assessing employment effects and on the multipliers used to estimate some of the indirect and displacement effects. Conducted face to face interviews in several regions in Europe and produced best practice case studies.

- ▶ **European Commission, Evaluation of the research activities of the Directorate General for Economic and Financial Affairs** – Led a review of the Directorate General’s research function, assessing the relevance of the research to target audiences, quality of the research and efficient management of available resources. Produced tools (surveys targeted at several distinct stakeholder groups, interview guides), conducted interviews with a number of key staff and external stakeholders and delivered client reports.
- ▶ **Euromonitor International, Market Research Studies** – Produced market research studies aimed at the business clients of Euromonitor, assessing the economic, political and social trends in Eastern European markets. Studies dealt with labour market issues, migration and general economic environment.
- ▶ **European Commission, Directorate General for Research, Monitoring Study** – a lead consultant on the project, which involved monitoring participation of women in the research and development projects funded by the European Commission. Developed a common monitoring framework for six organisations that were carrying out the fieldwork as contractors. Produced an interim synthesis report of the findings and recommendations.
- ▶ **Mourant Professional Services (now part of HBOS Employment Equity Solutions), Online product development: share management systems for corporations** – Designed business processes and software functionality to increase efficiency of clients’ work processes through workshops and one-to-one meetings. Clients included multinationals such as General Electric, Nortel Networks and Serono Biotechnology. One of the assignments involved end to end project management, from requirements definition to testing and successful delivery, of a bespoke system for 20,000 end users.
- ▶ **Barclays Bank, Online product development: e-commerce applications for corporations** – Project managed the design of a new online invoice payment service for corporate clients, which was being developed in a joint venture between Barclays and Accenture. Led a market research study to determine the likely level of service take up and state of the competitive environment, conducted an assessment of alternative software platforms and defined detailed features of the system. Produced a business case for the service. Carried out several other projects related to online systems development within the same joint venture. Projects included working with internal and external clients to capture detail process and system requirements.

- ▶ **Barclays Bank, Strategic product management** – Developed a business case for a new pricing strategy of core foreign exchange products for corporate clients. Conducted a detailed market study through customer data analysis and structured interviews with client managers and other key stakeholders

- ▶ **Barclays Bank, Market Research** – Wrote a business case and negotiated funding for a research project aimed at assessing the quality of banking services offered to women business owners. Designed discussion guides for focus groups and managed a third party research agency.