

# Miodrag “Mike” Jankovic

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## CAREER PROFILE

- ✓ Passion for marketing theory and practice, demographics, psychographics, marketing metrics and analytics, segmentation and new techniques for micro-targeting.
- ✓ Active participant in **Google Online Marketing Challenge**.
- ✓ Successfully managed projects in fast-paced industry using broad array of managerial abilities.
- ✓ Developed understanding of local markets in order to optimize profitability.
- ✓ Engineering *and* business skills; possess strong quantitative and qualitative analytical skills.
- ✓ Fluent in Bosnian, Croatian, Serbian (BCS).

## Education

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Purdue University, Krannert School of Management – West Lafayette, IN Master of Business Administration (MBA), Concentration in <b>Marketing &amp; Strategy</b>	May 2012
Purdue University, College of Engineering – West Lafayette, IN Bachelor of Science in <b>Mechanical Engineering</b> (BSME)	August 2005

## Professional Experience

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Cook, Inc. – Bloomington, IN *\*Large private medical device provider specializing in minimally invasive procedures.\**

**Interventional Radiology – Marketing Intern** June, 2011 – August, 2011

- Investigated unconventional branding strategy options for future product rebranding campaign.
- Conducted international market analysis for introduction of new products into developing markets.
- Analyzed sales data for trend recognition and designed product charts for improvement in managerial decision making.
- Recognized gradual movement to commodity market for specific family of products.
- Researched possible niche markets for proposal for new product development.
- Developed a patient care guide for unique product outlining disease, cause and patient options.

Chicago Heights Glass, Inc. – South Holland, IL *\*Medium sized commercial window system supplier in Chicago area.\**

**Project Engineer and Manager** April 2006 – October 2008

- Coordinated the purchase and delivery of materials including variety of metals and glass ranging between \$50,000 and \$250,000 per order to maintain consistent and systematic work based on tight schedule deadlines.
- Led cross-functional team to successfully develop product manuals used in operations and marketing.
- Performed quality control inspections of manufacturing processes and finished products.
- Completed audit on glass orders for HSBC Chicago North Office, bringing glass for project in at \$50,000 under budget.
- Evaluated product data and recommended material purchases.
- Communicated and worked closely with outside engineering firms to ensure proper structural design for aluminum panel and window systems.

## Leadership and Activities

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- President of **Krannert Graduate Marketing Association** (KGMA).
- Active member of **Management Volunteer Program** (MVP).
- 2011 Krannert **Graduate Assistantship** – Burton D. Morgan Center for Entrepreneurship.
- **Junior Achievement** Volunteer lecturer for Global Marketplace curriculum.