



# TATJANA TOŠIĆ

REAL ESTATE  
CONSULTANT

## PERSONAL PROFILE

I am a professional Real Estate Consultant with 15+ years of extensive complex hotel and commercial real estate experience and a time-tested ability to build strong sales brands, lead international, multidisciplinary teams and pioneer new concepts that become industry standards. I have collaborated with many prominent brands such as Savills International, Colliers International, PKF hotelexperts GmbH, Radisson Blu Hotels & Resorts, Falkensteiner Hotels & Residences, Hilton Hotels.

## SKILLS & ABILITIES

- High degree of tact and diplomacy.
- Understands cultural nuances and high profile clients.
- Strong leadership mind comfortable with multi-tasking.
- Impeccable presentation skills.
- Self-motivated.
- Ability to work independently and cooperatively.
- Natural influencer.

## CONTACT INFORMATION

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Web: [www.tatjanatosic.com](http://www.tatjanatosic.com)

References:

<http://tatjanatosic.com/references-2/>

Media: <http://tatjanatosic.com/media/>

Property portfolio:

<https://www.thenewluxuryresidences.com>

## EMPLOYMENT HISTORY

### Founder & Real Estate Consultant

**The New Luxury Residences, Croatia**  
(2015 - Present)

- Advisory services to the RE investment trusts, landers, property owners and developers
- Real estate project development - pricing analysis and feasibility studies
- Scanning of RE market and generating business opportunities
- Training and management of sales and marketing teams
- Brokerage

### Real Estate Consultant

**Crvena Luka Hotel & Resort, Biograd Na Moru, Croatia**  
(2017 - 2020)

- Advising resort owners and high representatives about new client acquisition strategy and marketing strategy
- RE valuation and pricing analysis
- Market research
- Training and management of the sales team
- Negotiations with real estate brokers
- Supervising the full purchase process from the first contact to the client to the closing of the deal
- integrate the strategy and supervise the creation of website and marketing campaigns by recruiting the appropriate professionals and negotiate with suppliers and partners
- Supervising PR and promotional campaigns
- Organization of after-sale and property management services
- Responsible for the financial success and budget monitoring
- Ensure that the project generates approved returns and profits to meet requirements set in the sales strategy

### Consultant for Luxury Real Estate & Mixed-Use Destinations

**Colliers International, Zagreb, Croatia**  
(2016 - 2017)

- Advising private equity firms and property investors
- RE project development marketing & sales strategies, pricing analysis, property valuations and feasibility studies

### Real Estate Consultant

**Falkensteiner Punta Skala Resort, Zadar, Croatia**  
(2015 - 2016)

- Advising resort owners and high representatives about new client acquisition strategy and marketing strategy for certain markets
- Collaboration with the global marketing and PR companies
- Development of real estate brokers network
- Promotion of the residences at TV shows, real estate fairs, VIP presentation events and roadshows
- Brokerage

### Co-founder & Head of Business Development

**Adria Exclusive - Real estate & VIP Concierge Services, London, UK**  
(2013 - 2015)

- Strategy advisor for increasing market share and market awareness for emerging concierge industry
- Positioning the company with a particular emphasis on high-profile target audience, competitive differentiation and value proposition
- Luxury real estate brokerage



# TATJANA TOŠIĆ

REAL ESTATE  
CONSULTANT

## LANGUAGES

English - excellent written and verbal  
Croatian - native

## INTERESTS & ACTIVITIES

### TRAVELS

Australia, Republic of South Africa,  
Egypt, Morocco, Singapore, Bali, Thailand,  
USA, Bahamas, Honduras, Guatemala,  
Nicaragua, Dubai, Abu Dhabi,  
The Netherlands, Switzerland, Germany,  
Austria, Italy, France, Greece, Spain,  
Hungary, Czech Republic, Russia, Turkey,  
UK, Ireland, Norway, Sweden, Slovenia,  
Serbia, Bosnia, Montenegro

### OTHER

Diving, cycling, yoga, energy & plant  
medicine

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## EMPLOYMENT HISTORY

### Director of Real Estate Sales & Marketing

**Dubrovnik Sun Gardens, Radisson Blu Hotel & Resort,  
Dubrovnik, Croatia**  
(2010 - 2013)

- Overall leadership and overseeing of the residential marketing and sales
- Responsible for following strategic vision and meeting sales goals
- Ensure that the project generates approved returns and profits to meet requirements set in the sales strategy
- Management of sales and marketing team
- Maintaining relationships with the hotel operator and investment fund which owned resort
- Ensure customer satisfaction

### Head of Business Development

**Savills International, UK**  
(2005 - 2010)

- Setting-up of new business-units/offices in several cities across Croatia
- Integration of the vision strategy
- Development of relations between Croatian and UK offices
- Development of real estate brokers network in the UK, Ireland and Scandinavia
- Recruiting, hiring and training the team members who had represented the firm locally
- Developing revenue growth for Savills

### Managing Partner

**Azure International Real Estate & Yacht Services, Dubrovnik,  
Croatia**  
(2003 - 2005)

- Negotiations with landers, property owners, bankers and developers - New client acquisition
- Organization of the purchase process from the first client contact to the closing of the deal
- Yacht supply services

### General Manager

**Turtle Bay Eco Resort & PADI Dive Center,  
NP Cayos Cochinos, Honduras**  
(2001 - 2003)

- Supervised a staff of 12 international, full time employees
- New client acquisition and developing different sales channels
- Supervised all levels of assistance to the guests
- Proactively developed a high-level of service and a 'can-do' mindset

## EDUCATIONAL HISTORY

**University of Zagreb**  
**Faculty of Economics and Business, Zagreb, Croatia**  
(1993 - 1998)

### Bachelor in Business Administration

Major: Management in Tourism

### Croatian Chamber of Commerce

**Certified Real Estate Broker**  
(2009)