



Slobodan Vučićević

President of the management Droga Kolinska, d.d., and the group president of Droga Kolinska

Slobodan Vučićević has over 15 years experience as a successful businessman, reaching his peak in the year 2005 when a strategic partnership was resolved between his company Grand Prom, Beograd, Serbia and Droga Kolinska group.

- After the merger process was concluded, Slobodan Vučićević remained the general director of the company Grand Prom, as well as taking over the position of executive director of the group in south-eastern Europe, and the function of the president of the management council at Soko Štark from Beograd, which joined the group in 2005.
- Mr. Vučićević established the company Grand Prom in 1998, which during the years of economic instability in Serbia which followed, from basically nothing and made it an exceptionally professional team, a leading Serbian company and brand name Grand Kafa, which has, for many years, been in the top three most well recognised brand names in Serbia.
- Today, the Grand Kafa products have a 50% market share in Serbia and an almost 20% market share in Bosnia and Herzegovina. Consumers know the Grand Kafa brand for the superior quality of its products and attractive marketing campaigns.
- Slobodan Vučićević is president of the Serbian Association of Managers and president of the Managing Board of the Crvena Zvezda sports society from Belgrade.