



Short narrative biography

Kristijan is an International Planning Director with European and Asian experience and 15 years work in some of the biggest advertising networks, including Saatchi & Saatchi, Publicis, Ogilvy, DDB and McCann. His experience spans across several categories, from FMCG, to banking, to telco clients and he has been responsible for brand and communication strategy development for clients including Heineken, Amstel, Skopsko, Nestle, Citibank, Milka, WWF, Unilever, Sony, T-mobile, McDonalds etc.

Kristijan holds a Master degree in Marketing from BI Norwegian School of Management, and is teaching IMC course at Master level and Brand Management and New Product Development at Bachelor's level at UACS.

Contact information

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Education

2005-2007 MSc in Marketing, BI Norwegian School of Management, Oslo, Norway
1999-2004 Graduate Degree in Industrial Engineering & Management, Faculty Of Mechanical Engineering, University Ss. Cyril and Methodius, Skopje

Training & Conferences

2015 European Planning Conference Prague 2015, Czech Republic
2015 European Strategy Leadership, McCann Europe
2014 European Planning Conference Prague 2014, Czech Republic
2012 "Storytelling in the Digital Era" Saatchi & Saatchi APAC Planning Conference, Thailand
2003 Discovery Management Program, IEDC Bled School of Management Slovenia
2002 Balkans Case Study, Brand Management seminar, Procter & Gamble Romania

Working Experiences (academic, research, other)

10/2015 - present Partner & Strategy Director / Fiona Rosario Skopje
10/2014 - present Conference Director / European Planning Conference

02/2011 - present University Lecturer / University American College Skopje
12/2014 - 09/2015 Regional Head of Planning / McCann Adria
12/2011 – 11/2014 Planning Director / Saatchi & Saatchi + Publicis Vietnam
07/2010 - 12/2011 Planning Director & Regional Strategy Consultant / DDB, Saatchi & Saatchi,
Draft FCB, MTV Adria
07/2009 - 06/2010 Senior Strategic Planner / Ogilvy Belgrade
10/2007 - 07/2009 Strategic Planner / Lineart Prague
10/2007 - 06/2009 University Lecturer / Anglo-American University Prague
02/2004 - 08/2005 Strategic Planning Manager / Republika Skopje
11/2002 - 01/2004 Account Planner / Idea Plus DDB Skopje

Memberships in professional associations

2014 Founder and Organizer of European Planning Conference
2014 Member of IEDC Bled School of Management Alumni Club Macedonia

Recent publications

Petkoski, K. (2008). Brand Portfolio Strategy: The Interactive Effect of Perceived Fit, BrandPortfolio Strategy, and Differentiation on Brand Extension Evaluations

Language skills Macedonian language as mother tongue; excellent knowledge of English and Serbian, basic knowledge of Czech and Norwegian.