

Dolores Jovanovic

Strategic Advisor in AI, Data Products, Marketing, Controlling & Business Growth

Dolores Jovanovic is an international data and business strategy leader with more than 15 years of experience helping organizations transform data into measurable business value. She advises companies on AI adoption, marketing effectiveness, customer intelligence, product strategy, and commercial growth, combining analytical depth with executive-level business planning.

Her career spans global organizations including **Procter & Gamble, Zalando, Idealo (Axel Springer), Telenor and NewMoment**, where she has led initiatives across FMCG, e-commerce, retail, telecommunications, banking, media, fashion and technology. Working closely with executive leadership, product, engineering, finance, and commercial teams, she has delivered strategies that improve profitability, optimize marketing investments, strengthen customer relationships, data product usage and accelerate innovation.

Dolores combines expertise in analytics, AI, and product thinking with practical business leadership and coaching. Her work focuses on building sustainable decision-making capabilities, enabling organizations to turn data into long-term competitive advantage.

She holds a Master's degree in Entrepreneurship, graduated as the top student of her generation in Engineering Management, and is a Professional Scrum Product Owner and Scrum Master.

Selected Experience

Global Consumer Goods

Developed ROI frameworks, consumer related innovation business cases, and marketing effectiveness models supporting strategic decisions for the DACH market.

E-commerce & Marketplace

Built customer intelligence capabilities, personalization strategies, and marketing analytics functions supporting growth of consumer activity in Germany.

Retail & Fashion

Managed multi-million-euro marketing investment optimization, customer lifetime value modelling, and executive-level performance measurement across European markets.

Telecommunications & Banking

Led forecasting, marketing and sales innovation business cases and commercial planning initiatives that improved revenue performance and strategic decision-making.

Areas of Expertise

AI Strategy & Business Transformation | Data Strategy & Governance | Marketing & Customer Analytics | Customer Lifetime Value (CLV) | Product Strategy | Data Monetization | Executive Decision Support | Business Intelligence | Customer Segmentation | Predictive Analytics | Martech Strategy | Marketing Mix Modelling | Revenue Growth Strategy | Executive Workshops & Advisory | Conference Preparation

Selected Speaking Engagements:

Data Monetization: Revenue Streams via Strategic Data Utilization (Berlin)
First-Party Data & the New Era of Customer-Centric Advertising (Berlin)
Remote Work as a Framework of Innovation in Data Business (Alicante)

Credentials:

M.Sc. Entrepreneurship; B.A. Engineering Management (Best Student of Generation)
Professional Scrum Product Owner (PSPO), Professional Scrum Master (PSM)

www.doloresconsulting.com