

JELENA VISKOVIĆ VASIĆ, MSc

Sarajevo, Bosnia and Herzegovina

jelenaviskovicvasic@gmail.com | + 387 62 692 246 | <https://www.linkedin.com/in/viskovicj/>

EXECUTIVE PROFILE

Senior Human Resources and Organizational Development Executive with over 20 years of experience designing and implementing integrated HR systems across corporate, consulting and NGO environments, supporting organizations ranging from 30 to 700 employees.

Expert in organizational structure design, job architecture development, custom competency model creation and competency-based performance systems operationalized through Behaviorally Anchored Rating Scales (BARS). Proven experience in building compensation architectures, HRIS functional design, structured recruitment systems and ISO-aligned governance frameworks.

Recognized for delivering project-based HR leadership during growth, transition and structural transformation phases, embedding sustainable systems that support long-term organizational capability.

MSc in Management (Employer Branding & Human Sustainability), combining applied psychology, corporate HR leadership and transformation methodology.

CORE EXPERTISE

- HR Function Architecture & Governance Design
 - Organizational Structure & Job Architecture Development
 - Custom Competency Model Design (BARS-based)
 - Performance Management System Engineering
 - Compensation & Point-Based Salary System Architecture
 - Talent Acquisition & Structured Selection Methodology
 - Psychometric Assessment & Assessment Centers
 - HRIS Functional Architecture & Digital Content Design
 - Workforce Planning, Salary Benchmarking & Market Analysis
 - Onboarding & Organizational Socialization System Design
 - Exit & Offboarding Framework Development
 - ISO-Aligned Documentation & Quality Governance
 - Executive Advisory & Leadership Coaching
 - HR Team Development & Capability Building
-

PROFESSIONAL EXPERIENCE

Independent HR & Organizational Systems Consultant

Self-Employed | 2021 - Present

- Advising SMEs and growth-stage organizations on HR function architecture, organizational structure design and competency-based performance systems.
 - Designing custom competency models and structured recruitment frameworks.
 - Delivering executive advisory and HR mentoring programs focused on system design, governance alignment and workforce capability development.
 - Designing and delivering structured adult learning programs (workshops and training modules) in communication, leadership effectiveness, behavioral competence and performance improvement.
 - Conducting psychometric-based assessments and structured evaluation processes to support development and role alignment.
-

Head of Human Resources & Corporate Culture

EOS Matrix Bosnia and Herzegovina | 2024 - 2025 | ~85 employees

- Led full HR strategy and corporate culture alignment within international group governance framework.
 - Acted as strategic advisor to executive leadership on organizational structure, leadership capability and workforce development.
 - Designed and implemented end-to-end TalentLyft ATS architecture, including recruitment funnel logic, employer branding content and digital career page structure.
 - Built structured recruitment and competency-based evaluation processes aligned with corporate standards.
 - Delivered weekly executive HR advisory sessions and leadership coaching.
 - Strengthened HR digitalization and cross-functional integration (HR–Marketing–IT).
-

Human Resources Manager

A&T Logistics (ATN Global) | 2023 - 2024 | ~30 employees

- Established foundational HR processes and internal governance structure.
- Developed job architecture, performance tracking logic and structured recruitment processes.
- Introduced employee documentation systems and standardized HR procedures.
- Conducted workforce planning and salary benchmarking analysis.
- Supported leadership with coaching and people-management advisory.

Human Resources Development Manager

Adriatic Metals Ltd. / Eastern Mining d.o.o. | 2020 - 2021 | ~122 employees (incl. external collaborators)

- Designed foundational HR architecture during organizational growth phase.
- Harmonized HR policies and governance documentation with local legislation and ILO standards.
- Developed custom competency frameworks and structured performance evaluation systems.
- Built onboarding and probation evaluation systems integrating competency-based assessment logic.
- Designed industry–education partnership with local vocational high school to secure long-term talent pipeline.
- Led HR and Occupational Health & Safety functions.
- Provided executive advisory and organizational stabilization support.

Human Resources Development Manager / Human Resources Manager

Pharma Maac d.o.o. | 2015 - 2020 | ~60 employees

- Led transformation from administrative HR to structured competency-based organizational system.
- Designed custom competency model using Behaviorally Anchored Rating Scales (BARS) for objective performance evaluation.
- Integrated competency architecture into job descriptions, annual performance appraisal and development planning.
- Designed and implemented point-based salary system linking job complexity and competency scoring to compensation.
- Built full onboarding and socialization system, separating integration competencies from role-performance indicators during probation.
- Designed and conducted psychometric assessments and structured recruitment processes.
- Participated in ERP HR module (Microsoft Navision) functional development.
- Conducted salary benchmarking and workforce planning analysis.
- Contributed to ISO-aligned documentation and governance frameworks.

HR Consultant (Project-Based)

INZA d.o.o. | 2013 - 2014 | ~50 employees

- Designed and specified customized HRIS functional architecture for performance tracking and employee development.
- Defined system logic, evaluation models and reporting structure in collaboration with technical developer.
- Implemented structured HR documentation and performance evaluation processes.
- HRIS solution remains operational within the organization.

Human Resources Manager

Centrotrans Eurolines d.o.o. | 2009 - 2013 | ~500 employees

- Designed company-wide organizational structure and job classification framework.
- Developed standardized job descriptions and job evaluation methodology.
- Conceptually designed and functionally specified customized HRIS platform for performance evaluation, employee transfers and development planning.
- Built integrated performance management system linking competency models, BARS-based evaluation and compensation structure.
- Designed structured recruitment architecture and conducted psychometric-based assessments and assessment centers.
- Established university partnerships to support talent pipeline.
- Integrated performance evaluation data with remuneration system to ensure transparency and standardization.

Human Resources Generalist

RTVFBiH | 2005 - 2009 | ~700 employees (incl. external collaborators)

- Contributed to development of HR governance policies and structural classification systems in complex public-sector environment.
- Participated in drafting normative acts aligned with governance standards.
- Supported performance appraisal framework development and structured recruitment processes.
- Provided advisory support on compensation interpretation and workforce structuring.

EDUCATION

MSc in Management (Employer Branding & Human Sustainability)

University of Sarajevo - School of Economics and Business | 2026

Final Grade: 10/10

Graduate Psychologist

University of Sarajevo – Faculty of Philosophy | 2004

PROFESSIONAL CERTIFICATIONS

Certified Internal Auditor – Integrated Management Systems

ISO 9001:2015 & ISO/IEC 27001:2013 | SQS | 2024

NLP Trainer (IN & IANLP) | 2024

Progression: NLP Master (2020) · Business & Life Coach (ICI, 2018) · NLP Business Practitioner (IN, 2011)

ADDITIONAL PROFESSIONAL DEVELOPMENT

Otto Group – Agile Center

Transformation Training (Systemic & Agile Organizational Transformation) | Hamburg, 2024
