




PERSONAL INFORMATION

Estera Rakić



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Sex Female | Date of birth 12 December 1970. | Nationality Croatian

JOB APPLIED FOR

Expert in the area Freedom to Provide Services; Postal Services

WORK EXPERIENCE

November 2009. – Present

Executive Director

Croatian Post Inc., Office of Regulatory Affairs

- Organizing projects and activities of the office, coordinating work of 15 people and collaboration with national and international bodies, especially NRA - HAKOM

March 2009 – November 2009

Executive Director

Croatian Post Inc., Office of the Board

- Restructuring and implementation of divisional organization; working on adjustment to liberalization of postal market

January 2009 – March 2009

Coordinator for implementation of new projects

Croatian Post Inc., Office of the Board

- Coordinating project of restructuring the company as preparation for postal market liberalization

2007 – 2009

Head of Human recourses

Croatian Post Inc.

- Managing and optimizing human resources in the company

2006. -2007.

Consultant in Department of human recourses

Croatian Post Inc.,

- Optimizing human resources in the company; drafting of the model for planning optimal number of performers, drafting new organizational structure in compliance with market

2005. – 2006.

Head of division in Department of human recourses

Croatian Post Inc., Department of HR

- Working on the draft for ordinance on the internal organization, ordinance on wages; planning educational training for workers; drafting educational plan

Administrative Assistant in Department

2002. – 2005 Croatian post Int, Department of Human resources
 ▪ Regulating and organizing internal training for workers

1999. – 2002 Technologist

Croatian Post, Postal division
 ▪ Support and control day-to-day work in post offices

1997. – 1999 Post Office master

Croatian post and Telecommunications, Post office
 ▪ Day-to-day organization of post office

1996. – 1997 Controler

Croatian post and Telecommunications, Postal Division
 ▪ Day-to-day organization of shift in post office

1995. – 1996. Operator in post office

Croatian post and Telecommunications
 ▪ Working with customers

EDUCATION AND TRAINING

2019	Mastering European Postal Regulation, Cullen International	
2008-2012	PhD, Doctoral Transport and Traffic Engineer, University of Zagreb Faculty of Transport and Traffic Engineering	Doctoral
1999. – 2002.	Mr.Sc./MA, Master Transport and Traffic Engineer, University of Zagreb Faculty of Transport and Traffic Engineering	
1989.- 2005.	Transport and Traffic Engineer, University of Zagreb Faculty of Transport and Traffic Engineering	

PERSONAL SKILLS

Mother tongue(s) Hrvatski

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	B2	B2	B2	B2
Replace with name of language certificate. Enter level if known.					

Communication skills ▪ good communication skills gained through my experience as executive director

Organisational / managerial skills ▪ leadership (currently responsible for a team of 15 people)

Job-related skills ▪ coach (trener) mediator

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Independent user	Independent user	Independent user		Independent user

Other skills ▪ running

Driving licence B

ADDITIONAL INFORMATION

Publications
 Presentations
 Projects
 Conferences
 Seminars
 Honours and awards
 Memberships
 References
 Citations
 Courses
 Certifications

- Policy and Legal Advice Centre III EuropeAid/139295/DH/SER/RS, Service Contract No. (CRIS) 2018/404-529 - Assist the MTTT in fully harmonising postal regulations with the Third Postal Directive and Regulation (EU) 2018/644 on Cross-border parcel delivery services and analysing of compliance of regulations on the postal services market with non-postal regulations (consumers rights, state aid), which have a direct impact on the postal market and analysing of possibility of ensuring of electronic postal delivery
- Policy and Legal Advice Centre III EuropeAid/139295/DH/SER/RS, Service Contract No. (CRIS) 2018/404- 529 Assistance the MTTT (Serbia) in drafting new Strategy for 2020-2024 period and in drafting of a Rulebook on the procedure and manner of performing expert supervision as well in harmonizing postal regulations with the complete Third Postal Directive and Regulation (EU) 2018/644 on Cross-border parcel delivery services
- assistant research scientist at Faculty of Transport and Traffic Engineering
- Member of Council at Faculty of Transport and Traffic Engineering since 2016 (body with representatives from Faculty of Transport and Traffic and leading companies in transport and traffic field
- 2019 TAIEX, Technical Assistance and Information Exchange – Ukraine (TAIEX Workshop 65903) - The functioning of the IMPC of a designated postal operator, the activity of which is based on the provisions of the Universal Postal Union acts
- Participation in development of Strategic of postal market in Croatia until 2020 & action plan for implementation of strategy
- Participation in Project of liberalisation of postal market in BiH - Development and implementation of a Cost Accounting Model in Croatian Post Mostar
- Participation in Project “Development of a Cost Accounting Model for Croatian Post” UPU Ref.: QSFHRV1009CPS01 2010
- Implementation of USO according Postal directives, Postal Low and by-laws before and after full liberalisation with in USP
- Active participant with in Post Europe, The European Union Affairs Committee
- Project leader for application for the exemption of selected postal services and other postal services from the application of Directive 2014/25/EU
- Implementation of the Regulation (EU) 2018/644 of the European Parliament and of the Council of 18 April 2018 on cross-border parcel delivery services within USP
- Lecture on internal Academy of Croatian post – module “Regulations of postal services”
- Active participant in the Croatian Post Restructuring Project and implementation of the divisional organization as the answer to the process of liberalization of the postal market in Croatia
- Active participant in the Implementation Project USO fundings in the Croatian post as SGEI services for 2013. /2014/2015. /2016./2017./2018./2019.
- Active participant in Project Cost accounting USO for 2013. / 2014/ 2015. / 2016./ 2017./ 2018./ 2019.
- Active participation in the Implementation project of standards: EN 13850, EN 14508, EN 14012 and establishing a system of continuous USO quality measuring
- Active participant in Project EU VAT E-Commerce Rules Changes from 1 July 2021 in Croatian postal sector (The VAT e-commerce package)
- Active participation in the Implementation electronic registered delivery service on the Croatian post - harmony with REGULATION (EU) No 910/2014 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL of 23 July 2014 on electronic identification and trust services for electronic transactions in the internal market and repealing Directive 1999/93/EC
- Active participant in cases:
 - o EU-PILOT - case 5435/13/MARK provide postal services in Croatia
 - o SA.37570 (2013/CP) – Croatia; Complaint by CityEX regarding unlawful State aid in favour of Croatian post
 - o Complaint to DG Competition on the abusive behavior of HP of 17 September 2013 and the CRA Report Exclusionary conduct on the Croatian postal market
 - o EU-PILOT case 6615/ 14/MARK provide postal services in Croatia
- Arbitration under the rules of the International centre for settlement of investment disputes, Case no. arb/15/5, between B3 Croatian courier Coöperatief u.a. claimant v. Republic of Croatia
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PUBLICATION

- Mostarac, K.; Kavran, Z.; Rakić, E.: Accessibility of Universal Postal Service According to Access Points Density Criteria: Case Study of Bjelovar-Bilogora County, Croatia, *Promet - Traffic & Transportation*, Vol. 31, No. 2, 2019, 173-183.
- Jovanović B.; Mostarac K.; Šarac D.; Rakić E.: Express Services Market Analysis Based on the Lotka-Volterra Model – Case Study Serbia, *Promet - Traffic & Transportation*, Vol. 27, No. 2, 2015, 173-180.
- Kovač-Striko E., Andabaka G., Rakić E.: Application of Pareto's Method in Analysing Postal Service Quality , *Promet - Traffic & Traffico*, Vol. 13, No. 1, 2001, 315-321.
- Kovač-Striko E., Andabaka G., Rakić E.: Analysis of Interdependence Between Air Transfer of LC-Items and Geographical Distances, *Promet - Traffic & Traffico*, Vol. 13, No. 1, 2001, 9-13.
- Rakić, E.; Sardelić A.: Potreba redefiniranja USO-a, *Postel 2011*, Saobraćajni fakultet Univeziteta u Beogradu, Beograd, Srbija
- Rakić, E.; Sardelić A.: Sustainability of universal postal service in conditions of full market liberalisation, *Budva 2012*, Crna Gora
- Rakić, E.; Sardelić A.: Analiza stanja tržišta poštanskih usluga u zemljama članicama EU, *Postel 2012*, Saobraćajni fakultet Univeziteta u Beogradu, Beograd, Srbija
- Rakić, E.; Mostarčić M.: Universal service in conditions of full market liberalisation, *Postel 2013*, Saobraćajni fakultet Univeziteta u Beogradu, Beograd, Srbija
- Rakić, E.; Mostarčić, M.: „Financing of universal postal service in conditions of full market liberalisation“, *Postel 2014*, Saobraćajni fakultet Univeziteta u Beogradu, Beograd, Srbija
- Mostarac, K.; Kavran, Z.; Rakić, E.; Barlović, Ž.: Impact of transport means in postal traffic environment, *Trideset treći simpozijum o novim tehnologijama u poštanskom i telekomunikacionom saobraćaju – PosTel 2015*, Saobraćajni fakultet Univeziteta u Beogradu, Beograd, Srbija, 01.-02.12.2015, 2015., 3-8.
- Josipović, D.; Rakić, E.; Mostarac, K.; Kavran, Z.: Public procurement of postal services in conditions of market liberalization, *The Thirty-Fourth Symposium on Novel Technologies in Postal and Telecommunication Traffic – PosTel 2016*, Saobraćajni fakultet Univerziteta u Beogradu, Beograd, Srbija, 29.-30.11.2016., 149-154.
- Rakić, E.; Josipović, D.; Mostarac, K.; Kavran, Z.: Multicriteria decision model for postal services procurement, *Proceedings of the IPoCC Conference – The Role of Intellectual Capital in Communications*, University of Pardubice Jan Perner Transport Faculty, 13.-14-09.2016. 206-214.
- Rakić, E.; Josipović, D.; Kavran, Z.: Flexible application of the postal services directive, *The Thirty-Fifth Symposium on Novel Technologies in Postal and Telecommunication Traffic – PosTel 2017*, Saobraćajni fakultet Univerziteta u Beogradu, Beograd, Srbija
- Marić, V.; Rakić, E.; Kavran, Z.: GDPR – An opportunity or a threat for postal operators; *The Thirty-Seventh Symposium on Novel Technologies in Postal and Telecommunication Traffic – PosTel 2019*, Saobraćajni fakultet Univerziteta u Beogradu, Beograd, Srbija
- Mostarac, K.; Kavran Z.; Rakić E.; Tonković F.: Performance indicators of the new sorting center; *The Thirty-Eighth Symposium on Novel Technologies in Postal and Telecommunication Traffic – PosTel 2020*, Saobraćajni fakultet Univerziteta u Beogradu, Beograd, Srbija
- Rakić, E.; Kavran, Z.; Mostarac, K.: Interactions between postal services and information communication technologies, *Proceedings of the IPoCC Conference - Possibilities of postal services and e-Communications development*, University of Pardubice, Jan Perner Transport Faculty, Institut Jana Perner, o.p.s., Pardubice, Czech Republic, 13.-14.09.2012., 199-204.
- Kavran, Z.; Rakić, E.; Mostarac, K.: Multi-criteria analysis in decision making of postal services, *15th International conference on Transport Science ICTS 2012, Pomorstvo, promet in logistika*, Conference proceedings, Fakulteta za pomorstvo in promet Portorož, Portorož, Slovenija, 28.05.2012., 1-7.
- Kavran, Z.; Rakić, E.; Mostarac, K.: Evaluation model of postal services, *Proceedings of the First International Conference on Traffic and Transport Engineering*, Scientific Research Center Ltd., Belgrade, Serbia, 29.-30.11.2012., 509-515.
- Barlović, Ž.; Rakić, E.; Kovač, C.: „Trening eko-vožnje“, *11th International Conference "Management and Safety - M&S 2016"*, Vrnjačka Banja, Srbija, 2016.
- Rakić, E.; Antić, I.; Kovač, C.: „Medijacija u radnim sporovima u praksi kao doprinos organizacijskoj kulturi kompanije“, *13th INTERNATIONAL CONFERENCE MANAGEMENT AND SAFETY*, Ohrid, Makedonia