

# DR. LILLIAN OSTOJICH

## CONTACT

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**WWW :** [drillianostojich.com](http://drillianostojich.com)

## SKILLS

- Strategic Planning
- Revenue and Profit Maximization
- Financial Operation & Management
- Identifying Investment Objectives
- Management
- Coaching and Mentoring
- Strategic Negotiations
- Team Leadership

## LANGUAGES

### Serbian:

Native or Bilingual

### English:

Full Professional

### German:

Full Professional

### Russian:

Professional Working

### French:

Elementary

### Latin :

Full Professional

## PROFESSIONAL SUMMARY

Dedicated professional with over two decades in corporate leadership positions, skilled in working with diverse team, highly efficient and organized, Founder and owner of several recognized companies in the field of health, real estate & real estate (sustainable) development, and in the IT sector.

## ACCOMPLISHMENTS

- ZOETICA Center: Founder, Owner and Director of ZOETICA. Personalized Wellness Center, the Nation's first and (still) the only developed USDA Certified Organic and USGBC (United States Green Building Council) LEED health facility built according to Platinum Level
- ZOETICA was chosen as the Project of the Year by Microsoft Corp. Associates for technological innovations, and 18 pages Case Study was written about ZOETICA Center by Microsoft Corp. Associates
- ZOETICA - Business of the Year by Montblanc Co in health and fitness arena
- National pioneer and expert in sustainable development and "green" economy
- Advisor to Women Business Development Center, Chicago, IL on Sustainable and Green living and economy
- Opened the first Aerobic Center in ex-Yugoslavia- Club "Vracar"
- Ex-Yugoslavia's country official representative around the world (London, Tokyo, Seoul, Budapest, Gratz, Tyumen, Warsaw, Prague...)
- The first women in ex-Yugoslavia to become International Judge in Body-Building (IFBB/ International Federation of Body-Building, Montreal, Canada)
- The first women or man from ex-Yugoslavia to become Medical Committee Member of the IFBB (International Association of Body-Building)
- The first women of ex-Yugoslavia to become elected President of Women Committee within IFBB Federation

## WORK HISTORY

**Founder , 11/2022 to Current**

**Woxett Construction** - Chicago, IL

- Managed partnerships and strategic business relationships by negotiating contract terms
- Studied market to determine optimal pricing of goods and services and to capitalize on emerging opportunities.
- Investigated and addressed business development challenges to proactively mitigate problems.
- Created organization's mission and vision statements for use by employees.
- Reviewed individual department performance and worked with leadership to improve processes, procedures and practices.
- Monitored use of best practices at levels and implemented corrective actions to bring employees into compliance.
- Prepared organization for forecasted demand levels through effective operational planning.

**Director of Business Development, 10/2022 to Current**  
**PopArt Studio, Inc.** - Chicago, IL

- Developed short-term and long-term sales objectives and strategic plans to meet market needs
- Compiled product, market and customer data to generate informed sales and profit projections.
- Identified revenue opportunities
- Investigated and addressed business development challenges
- Collaborated with sales and marketing departments to support business objectives and client acquisition.

**Founder , 10/2022 to Current**

**Linxd Realty Partners, LLC** - Chicago, IL

- Created organization's mission and vision statements for use by employees.
- Developed key operational initiatives to drive business growth.
- Conducted target market research to scope out industry competition and identify advantageous trends.

**Regional Advisor, 04/2019 to 09/2021**

**American Street Capital** - Chicago, IL

Business development and financial advisor, commercial mortgage industry

- Recommended initiatives to improve performance and maximize return on sales incentives.
- Capitalized on strategic business partnerships to foster new market penetration.

**Founder, President & CEO, 02/2003 to 02/2021**

**MC89, LLC - Chicago, IL**

Real Estate transactional entity

- Developed key operational initiatives to drive and maintain substantial business growth.
- Investigated and addressed business development challenges to proactively mitigate problems.
- Conducted target market research to scope out industry competition and identify advantageous trends.
- Spearheaded change management and strategic turnaround for company during significant restructuring and downsizing.
- Established and administered annual budget with controls to prevent overages, minimize burn rate and support sustainability objectives.

**Founder, President & CEO, 04/2008 to 05/2018**

**Zoetica, Inc. - Chicago, IL**

- Built productive relationships with industry partners and competitors to support strategic business objectives.
- Managed partnerships and strategic business relationships
- Developed key operational initiatives to drive and maintain substantial business growth.
- Reviewed individual department performance and worked with leadership to improve processes, procedures and practices.
- Spearheaded initiatives to better target business metrics tracking and improve decision-making with real-time data.
- Spearheaded product line development and diversification to achieve increase in revenue and penetrate wider markets.
- Created organization's mission and vision statements for use by employees.

## **Founder , 05/2003 to 03/2008**

### **Dr. Lilly's European Skin Care - Lincolnwood, IL**

- Created organization's mission and vision statements for use by employees.
- Developed key operational initiatives to drive and maintain substantial business growth.
- Conducted target market research to scope out industry competition and identify advantageous trends.
- Created and monitored promotional approaches to increase sales and profit levels.
- Established, optimized and enforced business policies to maintain consistency and high-quality standards across industry operations.
- Drove implementation of new market expansion to propel business forward and adapt to market changes.
- Advised on high-level hiring decisions for key leadership positions, conducted senior hire interviews and nominated new board members.
- Developed innovative sales and marketing strategies to facilitate business expansion by 12%
- Led recruitment and development of strategic alliances to maximize utilization of existing talent and capabilities.
- Oversaw business-wide changes to modernize procedures and organization.
- Directed technological improvements

## **AWARDS & HONORS**

- Project of the Year, Microsoft Co, USA, Case study of the best project of the year from a technological and innovative sustainable prospective
- Business of the Year, Montblanc Co Competition, Chicago, IL, Award for outstanding achievement in health and wellness
- International Federation fo Body-Building (IFBB), Montreal, Canada), Certificate of Merit for Dedicatoin and Promotion of Health, Fitness and Body-Building
- Fellow, International Napoleoic Society (FINS), Montreal, Canada, award for the translation and publishing of the book "Murder of Napoleon" from English into Serbo-Croatian
- Best Medical Publication of the Year, Award of the City of Belgrade, for Microsurgery Re-Implantation Monograph (Co-Editor)

## EDUCATION

**M.D.:**

Medical Doctor, General Medicine

**Medical School University of Belgrade** - Belgrade, Serbia

**M.D.:**

Plastic & Reconstructive Surgery, Resident Visitor

**Northwestern University** - Chicago, IL

**Residency of Plastic & Reconstructive Surgery:**

Plastic & Reconstructive Surgery

**Clinic For Plastic Surgery University of Belgrade** - Belgrade, Serbia

**Resident, Cosmetic Surgery:**

Cosmetic Surgery

**American Academy of Cosmetic Surgery** - Chicago, IL

**Fellow, Hand & Microsurgery:**

Hand Surgery & Microsurgery

**Hand & Microsurgery Institute Univ. of Belgrade** - Belgrade, Serbia

**Fellow, Cosmetic Surgery:**

Cosmetic Surgery

**American Academy of Cosmetic Surgery** - Chicago, IL

**Managing Broker, Licensed in The State of Illinois:**

Commercial Real Estate

**National Association of Realtors** - Chicago, IL

**LEED Green Associate:**

Sustainable Building Development

**U.S. Green Building Council** - Washington, DC

**CIPS (Certified International Property Specialist):**

International Commercial Real Estate Investments

**National Association of Realtors** - Chicago, IL

**N.D. - In Progress:**

Naturopathic Doctor, Integrative Medicine

**National University of Health Sciences** - Lombard, IL

**Software Developer**

**Actualize Coding Bootcamp** - Chicago, IL

## **DEGREE**

- Medical Doctor
- Naturopathic Doctor - in progress

## **CERTIFICATES/ LICENSES**

- Board Certified Plastic Surgeon - Europe
- USMLE Certified
- ECFMG Certified
- Managing Broker License
- MD License - Europe
- MD Certified/ USA
- CIPS - Certified International Property Specialist
- LEED Green Associate, USGBC

## **ELECTED NATIONAL & INTERNATIONAL POSITIONS**

- President, IFBB (International Federation of Body-Building) Women's Committee, Mediterranean and Southeast Countries;
- Medical Committee Member, IFBB (International Federation of Body-Building)
- International Judge, IFBB (International Federation of Body-Building); the First woman even in ex-Yugoslavia to become International Judge
- National Body Building judge, IFBB World's Federation; the first woman ever in the country to become Body-Building judge
- President, Body-Building Federation , Yugoslavia, Women Committee

## **BOOKS**

- "Fit Forever" - L.M. Ostojich
- "Microsurgery-Re-Implantation" , Monograph, Vucetic, C., Ostojich, LM - Co-Editor
- "Murder of Napoleon", Ben Weider, Translation to Serb-Croatian by Ostojich, LM

## **EXTRACURRICULAR ACTIVITIES**

- Public TV Producer, Author, Editor, Director, CAN TV, Chicago, IL
- Classic Piano Player & Performer - "Kornelije Stankovic" Music School, Belgrad, Serbia

## WEBSITES

- [www.drillianostojich.com](http://www.drillianostojich.com)
- [www.woxettconstruction.com](http://www.woxettconstruction.com)
- [www.linxdrealty.com](http://www.linxdrealty.com)
- [www.zoetica.net](http://www.zoetica.net)
- [www.zoetica.org](http://www.zoetica.org)

## INVITED LECTURES

- Women's Business Development Center, Chicago, IL: Success Guide for the Green Economy
- International Academy of Technology and Design, Chicago, IL: How to Make it Happen in the Green Economy
- International Fitness Congress, Belgrade, Serbia: Surgical and Medical Misconceptions Every Athlete Should Know
- International Congress of Cosmetology, Belgrade, Serbia: Latest Advances in Face-Lifting Operations

## PUBLICATIONS

### Peer Reviewed Journal Articles/ Abstracts

- Vucetic, C., M.D., Stevanovic, M., M.D., Ostojic, LJ, M.D.. *Radio-Ulnar Synostosis in Sclopetarius Fractures SIROT SEOUL*
- Vucetic, C., M.D., Sljivar, S., M.D., Panic, M., M.D., Vagic, N., M.D., Ostojic, LJ., M.D.. *Digital Nerve Surgical Treatment in Finger Re-Implantation. Book of Abstracts; Congress of Neurologists of Yugoslavia and Congress of Yugoslavian Society for Neurosciences.*

### Other Articles

- Djordjevic, B., M.D., Ostojic, LJ, M.D.. *Hand Surgery: Basic Principles*
- Djordjevic, B., M.D., Ostojic, LJ, M.D.. *Secondary Rhinoplasty (PhD Theses)*

### Poster Presentations

- Vucetic, C., M.D., Manojlovic, R., M.D., Vuckovic, C., M.D., Ostojic, LJ., M.D., Vagic, N., M.D., Buzdon, P., M.D.. *Evaluation of Relevant Factors Following Finger Re-Implantation. Poster presented at Federation of European Societies for Microsurgery (FESM), 2nd Congress, Copenhagen, Denmark*
- Vucetic, C., M.D., Manojlovic, R., M.D., Vuckovic, C., MD., Ostojic, LJ., M.D., Vagic, N., M.D., Buzdon, P., M.D.. *Return of Pinch and Grip Strength Following Finger Re-Implantation. Poster presented at Federation of European Societies for Microsurgery (FESM), 2nd Congress, Copenhagen, Denmark*