

Vedran Tomić

Senior Expert in Agricultural Digitalisation and Innovation

Farm Economics and Agricultural Advisory Systems

PhD in Agricultural Economics

Belgrade, Serbia

vedrantomic.com | [LinkedIn](#)



Professional profile

Agricultural economist with more than 17 years of experience in agricultural digitalisation, farm economics and advisory systems. Works with advisors, farmers, researchers and developers to turn practical needs into digital tools, reliable data and usable knowledge. Experience includes national advisory coordination, EU projects and work with other international partners (including the World Bank, FAO and KfW), alongside external consultancy for advisory services and research institutions.

Professional experience

Institute for Science Application in Agriculture IPN

Belgrade, Serbia | 2009 to present

Agricultural economist and Coordinator of Advisory Activities since 2019

- Monitor the work of around 280 agricultural advisors through service and farm visits, checks of recorded activities, and reporting to support Ministry oversight.
- Translate advisory and analytical needs into software requirements; work with developers and colleagues on implementation, testing and improvements to Poljosaveti.
- Improve Excel scoring and reporting by connecting activity exports with plans and identifying differences between planned and completed advisory work.
- Develop farm economic forms and analyse production costs, revenues and gross margins; help standardise data collection across eight areas of agricultural production.
- Participate in FADN implementation from 2011, initially overseeing IT development and testing; continue annual validation of farm records after national financing began in 2015.
- Deliver training, coordinate knowledge exchange and prepare analytical reports and professional materials for national and international assignments.

Education

2021 PhD in Agricultural Economics

Faculty of Agriculture, University of Novi Sad, Serbia.

2010 Master of Economics

Belgrade Banking Academy, Union University, Serbia.

2007 Graduate degree in Economics

Business Informatics, Faculty of Economics in Brčko, University of East Sarajevo, Bosnia and Herzegovina.

Languages

Serbian: native | English: professional working proficiency

German: C1, Goethe-Zertifikat, 2008

Selected projects and consultancy

FAIRshare 2018 to 2023

Led the Serbian use case that developed farm economic forms into a Poljosaveti software module, including testing and presentation to partners. Designed and delivered an online cross visit subsequently adopted by partners.

Public advisory portals

Created psss.rs in 2009 and led three major upgrades through 2022. Established and managed its social media channels. Created the RuralInfoSerbia portal and Facebook page in 2011 through a Ministry-funded IPN project.

Banka Poštanska Štedionica

In 2021, 2022 and 2024, selected and validated farm data, calculated production economics, adapted results to the bank's Excel templates for short-term agricultural lending, and handled communication and coordination through IPN.

Eleven Ministry-funded special projects

Provided external consultancy to advisory services and research institutions, covering methods, farm economic analysis, professional materials and project delivery.

i2connect and CECRA training

Completed training of trainers through i2connect and delivered co-creation training. Co-delivered Serbia's first three CECRA modules; preparing the first two modules for the YOUNG EUFRAS Training Program 2026 to 2027.

WiseFarmer 2019 to 2021

Supported implementation in Serbia, stakeholder engagement, farmer selection and monitoring of learning between generations. Co-authored a project monograph with Slađan Stanković.

STAR 2009 to 2012 and SCAP 2023

Monitored STAR micro-projects through field visits and checklists. For SCAP, wrote a farmer-training brochure and coordinated field training and reporting to the project team.

International advisory networks

Involved in OrganicAdviceNetwork through SEASN since 2024, connecting advisors and supporting good-practice exchanges. Helped develop an online GFRAS seminar, monitored technical delivery and led a workshop on Serbian agriculture.

Leadership and professional service

Represent SEASN on the IALB board and take part in board decisions. Serve on IPN's board and as SEASN's treasurer.

Technical and management skills

Requirements analysis, software testing and implementation; advanced Excel modelling and reporting; data validation and gross-margin analysis; web portals and content management; project coordination, facilitation and training.

Certified Scrum Product Owner, Scrum Alliance: certification period 2017 to 2019.

Publications

Author or co-author of 55+ scientific publications. Co-author of monographs and practical materials on farm economics, digital tools and knowledge transfer.

[Full publication list on Google Scholar](#) | [Selected articles](#)