Zeljko "Jake" Petrovic, MBA

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Teaching Interests

Principles of Management · Entrepreneurship & Small Business Management · Strategic Management · International / Global Business · Operations & Supply Chain Management · AI and Technology in Business · Entrepreneurial Marketing

Profile

Entrepreneur, operator, and WKU alumnus with 20+ years of experience founding and managing businesses in hospitality, transportation/logistics, technology, and investment. Co-founded and exited two logistics companies, including a non-asset-based transportation company grown from startup to $10M in annual revenue; co-owns and has managed multiple Bowling Green restaurants; currently building zPatch Technologies, a patent-pending AI-native transportation management system. MBA in International Business (3.72 GPA) with executive education from Wharton, Babson College, and MIT Professional Education, and a continuing record of AI coursework and certifications.

Education

Master of Business Administration, International Business — Florida Atlantic University, Boca Raton, FL, 2005 GPA 3.72 · Chair, Broward Graduate Council and MBA Association (managed a $500K graduate student research budget) Relevant coursework: Organizational Behavior; Global Environment of Management; Operations Management; International Business Operations; Global Management Strategy & Policy; Marketing Management in a Global Environment; Management Information Systems & Technology; Multinational Finance; Advanced Financial Management; International Accounting; Graduate Business Communication

Bachelor of Science, Management (General Management) and German; Minor in Global Business — Western Kentucky University, Bowling Green, KY, 2003 *Cum Laude* · Emphasis in Global Studies · Dean's List · President's List · Global Scholar · Entrepreneurship Award · German Club · International Club

Graduate study in Artificial Intelligence — Udacity (in progress)

Teaching Experience

Teaching Assistant — Office of Global Business and Entrepreneurship, Gordon Ford College of Business, Western Kentucky University · 2002–2003

- Assisted William Parsons with courses and programs in global business and entrepreneurship.
- Developed PowerPoint lecture materials, maintained course content in Blackboard, graded assignments, and supported student events and competitions.

Executive & Professional Education

- **MIT Professional Education** — Professional Certificate, Designing and Building AI Products and Services (2025)
- **Babson College** — Entrepreneurial Leadership in the Age of Artificial Intelligence (2024)
- **Babson College** — From Buzzword to Boardroom: Mastering Generative AI in Your Business (2025)
- **Babson College** — Certificate, Entrepreneurship / Entrepreneurial Studies (2015–2016)
- **The Wharton School** — Certificate, Executive Education in Marketing Management (2014)

Professional Experience

Founder / Entrepreneur — zPatch Technologies, Inc., Bowling Green, KY · 2023–Present

- Building zpatch.ai, an AI-native transportation management system (TMS) for small and mid-size trucking companies, centered on a patent-pending autonomous fleet-dispatch optimization system.
- Authored an 80+ page product requirements document; built working prototypes and investor and legal demonstration materials.

Partner — Novo Holdings, LLC, Bowling Green, KY (parent company of the restaurants below)

- **Managing Partner**, Novo Dolce (gastropub) · 2011–Present

- **Managing Partner**, Pub by Novo (sports bar) · 2016–Present
- **Partner**, Burger and Bowl · 2019–Present
- **Partner**, Toro Hospitality · 2022–Present
- Launched and grew multiple concepts; responsible for strategy, finance, staffing, marketing, and operations. Now in an ownership and oversight role.

CEO — Novo Hub, Bowling Green, KY · 2016–Present

- Founded a local online food-ordering and delivery platform serving the Bowling Green metro area.

General Partner — Novo Capital · 2015–Present

Strategic Advisor — Addria (IT consulting & custom software development), London, U.K. · 2020–Present

- Helped the firm secure its first U.S. clients; advise on U.S. market strategy and business development.

Business Development — LKnet, London, U.K. · 2018–Present

- Opened the U.S. market and landed the company's first U.S. clients.

Business Development — TruckTrack, Nashville, TN · 2016–2017

- Business development for a venture-backed SaaS platform covering trucking dispatch, safety, and accounting KPIs.

Vice President / Co-Founder — Piccolo Inc. (non-asset-based transportation) · 2005–2014

- Co-founded and grew a non-asset-based transportation company from startup to $10M in annual revenue, coordinating a network of about 100 contracted trucks; exited in 2014 through a sale to business partner.
- Oversaw dispatch, customer service, billing, payroll, sales, and safety/compliance; supervised six dispatchers.

Co-Founder / Partner — Sanus Supply Chain Solutions (third-party logistics) · 2010–2014

- Co-founded a third-party logistics (3PL) provider offering supply chain and freight management services; exited in 2014.

Marketing Intern — U.S. Department of Commerce · 2005

Management Trainee — Enterprise Rent-A-Car · 2004

Engineering Intern — ABB, Mannheim, Germany · 1997–1998

Course Design & Educational Projects

- **ET&A Quest** (eta-quest.vercel.app) — Designed and built a gamified, interactive Entrepreneurship + AI learning platform based on Babson's Entrepreneurial Thought & Action® framework, with learner accounts and instructor-managed cohorts.
- **Babson Miami AI Club** — Co-product owner of an AI-powered business-opportunity validation tool.

Certifications

Supply Chain

- CSCP — Certified Supply Chain Professional, APICS

Artificial Intelligence & Technology

- Building Your First Personal AI Agent — Section (2026)
- Computational Thinking for Problem Solving — University of Pennsylvania (2026)
- Learning How to Learn — Deep Teaching Solutions (2026)
- Section Coach: Agentic AI Accelerator; Advanced AI Accelerator; Working with ChatGPT Projects — Section (2026)
- AI and Cybersecurity: Strategies for Resilience and Defense — Emeritus (2026)
- Python for Data Science, AI & Development — IBM (2026)
- Computer Fundamentals Nanodegree — Udacity (2026)
- Designing and Building AI Products and Services — MIT Professional Education / Emeritus (2025)
- Section AI Certificate — Section (2025)
- AI Mini-Bootcamp; Agentic Coding and Workflows for Developers; Vibe Coding Weekend Bootcamp — Maven (2025)
- Agentic AI Fluency; Generative AI Fluency; How to Use ChatGPT — Udacity (2025)
- Python for Data Science and AI; Generative AI: Prompt Engineering; Generative AI Essentials — Coursera (2025)

Languages

English (professional) · German (B.S. major; lived and worked in Germany)

Community

Long-standing member of the Bowling Green business community; active in initiatives connecting WKU, local government, and the I-65 logistics corridor around trucking technology and innovation.

References

Available upon request.