

## Marketingový riaditeľ

Uchádzača overíme na vašu žiadosť

Očakávaná mzda: **4 000 €**

Cena: **4 800 € bez DPH**

### Preferovaná pracovná pozícia

Marketingový riaditeľ

### Preferovaná lokalita

Bratislavský kraj

### Jazyky

Slovensky - Expert (C2)

Anglicky - Stredne pokročilý (B2)

## Pracovné skúsenosti / Work experiences

12/2017 - present

### **One.ERP PLS International Business Owner**

Zameranie spoločnosti:

*Data processing, providing server space on the Internet and related services*

11/2015 - present

### **Head of Products and Propositions Support department**

Zameranie spoločnosti:

*Wired telecommunications activities*

-managing of the product and proposition team -preparation and implementation of B2C, B2B, Wholesale and New business development propositions and products -responsible for the process of assessing the feasibility of project proposals and identification of possible risks -monitor and evaluate customer propositions and products for launch from the perspective of the impact on internal customers and simplicity of delivery -responsible for assessing and monitoring the effectiveness of the implemented processes and product propositions and possibilities for optimization and process improvement -leading and creating propositions and solutions for products, defined test conditions, participation in the testing business -management, monitoring, and improving information in the information systems -provide support for continuous improvement of product and proposition implementation process through development and implementation internal / external systems

01/2016 - 09/2017

### **Head of Value Realization office (Radical Simplification program, business function)**

Zameranie spoločnosti:

*Wired telecommunications activities*

-radical Simplification program aiming to simplify Product portfolio, Customer Processes and related Business Support Systems Environment (CRM, online/web/front-ends, Billing and Integration)

04/2004 - 11/2015

## Head of business proposition

Zameranie spoločnosti:

*Telecommunications activities*

Head of business proposition (01/2006 - 11/2015)

- » leading B2B proposition department (part of MKT) of several multi/national marketing, project and teams
- » successfully defined go to market strategy and proposition portfolio marketing activities
- » develop complex services and propositions (tariff plans, offers, loyalty concept, in life management, pricing..) for B2B sector,
- » define and develop operational plan, new services(from idea to sales) and their implementation
- » implemented value propositions with all marketing aspects: segmentation, positioning, product features, definition, pricing, distribution, partnerships, quality, communication, promotions, etc.
- » specified and implemented co-marketing strategy for global strategic partnerships (e.g. Orange/HP).
- » managed detailed benchmarking, analysis and evaluation of market performances of Orange and it's competitors
- » setup of strategy and its transformation into operational plans of functional departments contribute to Customer Experience Projects for B2B
- » active cooperation in budget and close cooperation with other Orange countries
- » creating and delivering a sustainable innovative offerings (ICT)
- » defined new products & services, defined market entry strategy and launched in markets
- » identification of opportunities and implementation of accelerated marketing action plans
- » leading MNC activity – International BID management - Working within the Orange Enterprise Team to maximize sales through the effective management, submission, and winning of bids from qualification through to contract and handover to the implementation team

Proposition and Product manager for B2B (04/2004 - 01/2006)

- » pricing and Market communication
- » B2B customer experience
- » KPI (CAPEX,OPEX, P&L, revenues, costs, new activation, migration, renewals..)
- » creating B2B Strategy
- » planning, Budgeting and Performance Management
- » campaigns design and financial analysis for MKT activity
- » loyalty program optimization and Churn management
- » B2B segmentation and marketing strategy
- » develop New business models (SIMO, instalment ...)

## Vzdelanie / Education

1993 - 1998

**Economic university**

1989 - 1993

**Gymnasium**