

ING. MICHAL VODÁK, PH.D.

Address Bulharská 16, Prague 10
Telephone +420 778 01 06 01
E-mail vodak.mi@gmail.com
Nationality Czech



EMPLOYMENT HISTORY

2018 – present

Heureka Group – Group CCO (Chief Commercial Officer)

In charge of commercial functions in the company - from performance and brand marketing through sales, yield and business development to customer success.

Heureka Group is leading e-commerce platform operating, in the Czech Republic, Slovakia, Hungary, Romania, Bulgaria, Slovenia, Croatia, Serbia and Bosnia.

2016 – 2018

Schaeffler – Digital Program Manager North, East, Southeast Europe & India

Getting the company ready for upcoming digital challenges as an internal ambassador and expert for digitalization. Marketing strategy formulation, analysis and predictions, online marketing, content marketing, data distribution, online communication and special projects management.

2014 – present

Freelancer – Marketing and Strategy Consultant

Marketing strategy, media strategy and planning, product strategy, company digitalization, tenders for advertising and creative agencies, GTM strategies, rebranding, CRM, business development, online communication and internet business model effectiveness.

Clients: FMCG/media/ICT/retail/state authorities (References upon request)

2015 - 2016

Sodexo – Interim marketing director, Management Consultant

In lead of the project on products digitalization, development of new business models based on data usage and preparation of digital communication strategy.

2013 – 2014

Mafra media company (print, online, TV, radio and MVNO) - Marketing Director

22 subordinates, budget 15 Mio \$

Marketing strategy, brand management, media strategy, events, sponsorship, CRM, reporting, market research.

Achievements: reorganization of marketing department, design and preparation of loyalty program.

2010 – 2013

Seznam.cz - Marketing Director

27 subordinates, budget 17 Mio \$

Marketing strategy, product strategy, media strategy, brand management, GTM strategy, PR, internal communication, events, promotions, CRM, reporting, data mining, market research.

Achievements: set up of the marketing department, Spontaneous Brand awareness 71% - > 81%, Top of Mind 39% -> 56%, PR GRPs YoY 2011 +80%, 2012 +15%.

2007 – 2009

Mars (CZ, SK) - Portfolio Brand Manager - 1,5 years pet-care, 1 year chocolate portfolio
1 subordinate, budget 4 Mio \$

Brand management, GTM strategy, P&L responsibility, pricing, product lifecycle management, CRM, market research, trade marketing, shopper marketing.

Achievements: portfolio growth in revenues in 2007 +8,5%, in 2008 +15,8%, in 2009 +7,3%.

2005 – 2007

T-Mobile - Senior Head of Sales Campaign Management

10 subordinates, budget 8 Mio \$

Sales&marketing campaigns development/coordination, sales efficiency improvement, mystery shopping, motivation systems for sellers, management of sales-marketing activities and budgets for external dealers.

Achievements: increase of sales channels efficiency during marketing campaigns for 6% (based on results of mystery shopping).

2002 – 2005

Pojišťovna České spořitelny (ERSTE Group) - Head of Marketing, Advertising and PR

3 subordinates, budget 2 Mio \$

Marketing strategy, brand management, media strategy, product development, market research, PR, internal communication.

Achievements: development and implementation of brands for financial services, launch of new product portfolio – bank-insurance – in the sales network of Czech savings bank.

2001 – 2002

Unilever - Consultant for the merge of Unilever and Bestfoods

EDUCATION

1999 – 2002

Mendel University/ASTON, Birmingham - Faculty of Business and Economics, Ph.D.

Economics, Management, Marketing

1994-1999

Mendel University - Faculty of Business and Economics, Ing.

Management, Marketing, Economics-mathematical methods, Economics

LANGUAGE SKILLS

Czech	native speaker
English	fluent

EXTRA CURRICULUM ACTIVITIES AND HOBBIES

I like freeride snowboarding, good cousine and being in touch with the latest marketing trends

I share my knowledge via lecturing at universities.