

## PROFESSIONAL SUMMARY

Accomplished and ambitious leader with 10+ years extensive experience in CPG sector for multi-billion companies. Strategic mindset to drive growth via collaboration, bias for action, problem-solving skills and passion for challenges. Proven track record in driving sales and marketing initiatives, cross-functional leadership across the matrix in regional and local geographies. Respects cultural and gender diversity. Excels as a relationship builder, story teller, stakeholder management and developing people to reach their full potential.

## KEY SKILLS

- Strategic Marketing
- Results focused
- Excellent verbal and written communication
- Positive and Collaborative
- Data driven analytical skillset
- Agile, resilient and flexible
- Self starter with large project experience
- Highly matrixed organizations
- Decisive

## PROFESSIONAL EXPERIENCE

### MARS NORTH EUROPE

**10/2020 – 02/2022**

Portfolio Lead Confectionery Segment - Sweden, Norway, Finland, Denmark, Ireland

- Led Marketing teams in “Confectionery” organizational unit with a turnover of 300 mEUR. Owned full P&L Responsibility. Delivered against top and bottom-line targets for multimillion brands: MM’s, Snickers, Maltesers, Extra, AW, Skittles, Seasonal and Branded Ice Cream Portfolio.
- Managed and developed team of 11 Brand, Media and Activity Managers. Built an engaged high-performance team, resulted in several promotions of team members across EMEA.
- Led all strategic planning, advertising and digital marketing initiatives. Digital transformation lead and omni channel champion. Reached all time high consumer engagement. Led stage gate process, innovation agenda, risk reduction and campaign planning. Validated Profitable Brand and Products mix forecasting. Managed 30mEUR Budget and external agencies.
- Managed cross-functional teams in R&D, Supply Chain, Finance, Procurement and Shopper Marketing from concept to launch, innovation pipeline and conversion of Maltesers Brand, which resulted in 15mEUR Revenue in the 1<sup>st</sup> year.
- Exceeded back to growth initiatives and actions in gum segment, highly affected by the pandemic, resulted in the highest growth of 1,5% across the globe. Internal and External stakeholder influencing to drive innovation agenda. Utilized creative thinking and consumer insights to translate consumers insights into effective growth programs.
- Influence and collaborate across the matrix with stakeholders in Global Marketing and Regional teams by partnering and assisting innovation concepts from end-to end to commercial execution. Gained credibility via delivering on commitments, thought leadership and ability to complement the big picture with execution.
- Executed advanced sector knowledge in consumer behaviour and consumer trends to drive the revenue management in Confectionery segment in North Europe. Produced highly profitable improvements of 2% Multi Year.

### MARS NORTH EUROPE

**05/2019 – 09/ 2020**

Group Brand Lead GUM and Sugar Segments - Sweden, Norway, Finland, Denmark

- Led strategic product innovation initiatives, long and short-term brand plans, coupons, incentives, samplings, loyalty marketing and rewards programs for Extra, Five, Airways, Skittles and Starburst with full P&L responsibility. Led and formulate actionable plans where and how to grow gum and sugar category in North Europe. Developed strong and robust pipeline for 5 years growth agenda.
- Managed and developed a team of 3 direct reports.
- Accountability and partnership with Media agencies, supplier relationship management. 20mEUR budget responsibility.
- Developed strong strategic visions and execution, performance analysis on innovation results and communicated regularly with stakeholders. Data tracking and propose actions when necessary
- Led the Business cases for market entry in Finland including: insights to validate innovation concepts, opportunity identification, licensing negotiations, product innovation pipelines, pricing, promotions and sell in materials. Transformed the brand marketing message and packaging which resulted in 10mEUR Revenue in 1<sup>st</sup> year of entry in Finland. Ensured vitality and showcase the link between consumer insights and the growth agenda.

**MARS BALKAN, BALTICS and ADRIATIC****10/ 2016 – 04/ 2019**

Customer Marketing Manager: Gum, Chocolate, Food, Pet care and Ice Cream Segments

- Led strategic revenue, planning, implementation and activation initiatives for Confectionery, Food, Pet care and Ice cream segments. Design, assess and implementation of Channel Management Strategy. Commercialize and optimize annual activity plan per channel and customer.
- Accountable for methods, technology and methodology to drive promotional and innovation analysis, efficiency of coupons, sampling, ROI of investments and tailor-made activities. In charge of CP and budget forecast.
- Evolved, implemented, and maximised customer category stories, placement, price and promotions. Supporting sales teams in delivering objectives

**WRIGLEY – MARS INC. | SOFIA, BULGARIA****04/ 2015 – 09/ 2016**

Marketing Manager GUM and Sugar Portfolio

- Devised media coverage for confectionery brands in line with media key policies withing the company. Won several awards with non-traditional consumers' engagement.
- Launched with huge success 2<sup>nd</sup> biggest brand in GUM segment - FIVE. Won awards for the Best Launch on the year and gained 14% Market share in one year.
- Developed turnaround strategy for Sugar Segment which resulted in 300% growth within 2 years.

**WRIGLEY – MARS INC. | SOFIA, BULGARIA****03/2009 – 03/2015**

Modern Trade Commercial Manager

- Managed and developed team of 3 Key Account Managers. Boosted skillset by providing trainings and motivating the team.
- Delivered on volume, price and discount rates top and bottom line. Maximised organisation's national campaigns and generated profit. Full P&L Responsibility

**BRITISH AMERICAN TOBACCO****03/2007–02/2009**

Strategic Key Account Manager

- Build and maintain strong relationships with key business clients. Suggesting Innovative solutions to meet their needs. Prepared forecast and reports. Delivered on company's KPI's.

**AB INBEV****05/2005 – 05/2007**

Sales Training Capability Manager

- Developed and supported the front-line commercial teams and trade partnerships through strategy, training and capability development. Delivered effective sales programs and campaigns within national strategies.

Regional Commercial Manager

- Set and adjust company goals. Overseeing daily and long-term operations. Managed 3<sup>rd</sup> party distributors and vendors

Regional Sales Representative

- Identified sales leads and prospective clients. Cultivated relationships with existing and new clients. Utilized negotiation skills to close the deals.

**PEPSICO****01/2004– 04/2005**

Regional Sales Representative

- Acquired new customers by reaching out to leads. Monitored competitor activities. Make recommendations to customers.

**EDUCATION**

Master of Business Administration (MBA) in Financial Management,

The Academy of Economics in Svishtov, Bulgaria, May 2005

Bachelor of Science (BS) in Finance, The Academy of Economics, Svishtov, Bulgaria, May 2003

**CERTIFICATIONS/PROFFESIONAL DEVELOPMENT**

- Digital Marketing Management 2021
- Leadership at Mars 1&2, 2015&2018
- Manage Innovation Initiatives - University of Illinois at Urbana-Champaign, 2022