



Daniela Krzhovska

A business professional with over 22 years of experience in marketing, business development and IT in telecommunications services. A proven leader oriented towards achieving goals and leading teams towards them. An extensive experience in the largest telecommunications operator in the country in the residential segment with a focus on maintaining revenue growth through the development of new and innovative solutions. I have implemented and participated in many multinational projects at the DT Group level, ranging from the introduction of new digital platforms and digitalization to projects aimed at improving the customer experience and loyalty. My dedication to my work and orientation towards finding innovative solutions are driven by the need to provide the best solutions for the end customers. I have built my leadership skills through years of work and leading various teams that have resulted in achieved goals and new leaders in the respective areas.

Working experience

Head of Product Marketing - Makedonski Telekom

Nov 2017 – Oct 2023

- P&L responsibility for consumer segment
- Development and execution of product marketing strategies aligned with business objectives for mobile, fix, TV and convergent customers
- Development and execution of go-to-market plans for new product launches, including pricing strategies, distribution channels, and promotional activities.
- Lead cross-functional teams, including product management, IT, technical, sales, marketing and other relevant teams to define product roadmaps, to ensure product, feature and enhancement development based on market research, customer feedback, and competitive analysis.
- Projects: Commercial lead of Magenta Moments, Magenta TV

Head of Household Unit – Makedonski Telekom

Dec 2014 – Nov 2017

Managing the postpaid, fix, TV and Magenta 1 segment and the commercial activities in order to achieve the main financial and marketing KPIs of the segments (revenues, EBITDA, market shares, customer satisfaction).

P&L responsibility achieved through activities like definition of market strategy, analyses, segment management, product/proposition management, pricing, customer life-cycle management, customer experience/satisfaction, retention/loyalty, acquisitions.

Manager of Post-paid segment – Makedonski Telekom

Nov 2010 – Dec 2014

Managing the postpaid segment and the commercial activities in order to achieve the main financial and marketing KPIs of postpaid segment (revenues, EBITDA, market shares, customer satisfaction).

P&L responsibility for postpaid segment.

Project: Commercial lead for implementation solution and integration of digital platform for customer retention - Moj Klub

Skills

Telecommunications

Digitalization

Project Management

Management

Communication

People Management

Languages

Macedonian

English

Serbian/Croatian

German

Retention and customer development Manager

Feb 2007 – Nov 2010

Responsible for developing solutions and propositions for customer retention and churn prevention. Duties include analyses of customer needs and data, budgeting retention costs, and creating roadmaps for actions related to the improvement of customer retention.

Projects: Loyalty schemes, implementation of churn modeling platform, CRM system implementation.

Business Development Specialist at Mobimak

Jan 2000 – Feb 2007

Development of new services and platforms, cooperation with internal and international partners.

IT development specialist at Artissoft, Skopje

Sep 1998 – December 1999

Project: IT integrated solution for Komuna

Semos Education Center

Sep 1998 – January 2000

Completed education

Graduate Electrotechnical Engineer

Jun 1998

University “Ss. Cyril and Methodius”, Skopje, Macedonia

Faculty of Electrotechnical Engineering, Department of Computer Science and Automation