

## PROFILE

### JOB OBJECTIVE / AMBITIONS

To hold a senior executive assignment in Hungary or Europe of high responsibility commensurate with my 20 years of sales, marketing and general management experience where I can utilise my extensive knowledge, broad experience to develop and execute best strategy for the company at my employer's best.

### SKILLS AND ABILITIES

Leadership: Executing plans via aligned and motivated team, able to take people with me

Team player: Strong interpersonal & negotiating skills, quick learner, team player.

Execution: Result oriented, customer focused execution

Cross-Functionality: Experience in working in & with cross-functional & multinational business teams

Relationships: Experienced in developing & managing stakeholder relations, company reputation, including excellent relationship with the Owner of the Company and with Government of Hungary

Processes: Experienced in developing & ensuring compliance with policies, guidelines, processes

Planning: Strong background in strategy development, short / medium term planning, resource planning

### EDUCATION

- **1992** : Dipl. Ing. Mechanical Engineer,  
Budapest University of Technology and Economics
- **2007** : MBA  
Budapest University of Technology and Economics in cooperation with State University of New York, the University of Rochester and the Rochester Institute of Technology, United States.  
Specialization in Financial and Management studies
- **Training's** : Leadership skills, Negotiation skills ( ScotWork ), Coaching skills, etc
- **Individual trainings** :
  - Organisational impact, Influencing skills
  - Assertive communication, Conflict handling, Emotional intelligence
  - Harvard Business School executive training, 2013 – Driving Corporate Performance

### LANGUAGES:

**Hungarian**: Mother tongue

**English**: fluent

**Croatian**: advanced

**Serbian**: advanced

**German**: basic

### PERSONAL

Age:

Marital status: r

Children:

Sports: football, alpine skiing, climbing, swimming

## PROFESSIONAL EXPERIENCE

Jan 2015 -

**Deutsche Telekom AG**  
SVP Commercial Europe

August 2010 – Jan 2015

**Magyar Telekom Plc.**  
Chief Commercial Officer of Residential  
(earlier Chief Sales and Services Officer)

- Reporting to CEO
- Full responsibility for sales, customer care, field operations, marketing and product development of the residential segment – requiring integrated E2E approach
- Responsible for managing an organization of over 4000 employees
- Yearly revenue responsibility over 1200 million USD
- Achieving revenue turnaround: from YoY decline back to growth despite harsh economic and legislative environment
- Increasing efficiency with reduced headcount
- Driving culture change through the entire organization, praising can-do-attitude, shaping leadership skills, enhancing sales attitude and customer orientation

March 2005 – August 2010

**Red Bull Hungary Ltd.**  
General Manager

- Reporting to Regional Head Coach, full responsibility for local business
- Change management in first two years, resulting B/E in second year of operation
- Full change of management and exchanging 80% of staff without negative impact on business
- Smooth development of all consumer, sales and financial KPI's, resulting profitable operation
- Global economical crisis: Adopting plans, pricing and organization to new reality

1994 – February 2005

**PEPSI-COLA COMPANY**

2001 – February 2005 : Sales Director for Traditional Trade – CEE

- Reporting to VP Sales accountable for Poland, Hungary, Czech and Slovak markets,
- Being point of contact between London and Chicago HQ's for sales department
- Commercial planning : strategic, annual and trimester planning for Marketing and Sales departments
- Channel plans, price plan, trade marketing programs for Traditional Trade channels, Project Power1

March 2000 – February 2005

Pepsi Hungary, Board of Directors Membership

1999 – 2001 Title : Sales Director – Pepsi Hungary

- Reporting to the General Manager successfully managing Sales organisation to deliver volume plan
- Business reengineering, optimise org. and reporting structure, drive innovation agenda
- Responsible for over 70MM\$ revenue, manage 440 people and control over 10MM\$ budgets

1996 – 1999 Title : Unit Manager - Central Hungary

- Reporting to the General Manager, managing Field Sales, Delivery and Warehousing
- Responsible for over 39MM\$ revenue, manage 360 people and control over 1MM\$ budgets

1996 – 1996 Title : Project Manager

- Established the Period Action Plan, Sales Department reorganisation, Purchasing, Internal trainer

1994 – 1996 Title : Key Accounts Director

- Reporting to General Manager managed team of 9 KA managers with total Hungary responsibility

1993 – 1994 DOVE MID EUROPE Ltd.

- Responsible for 8 presellers covering all channels of the trade in West-Hungary
- Selling wide portfolio: Hiram Walker spirits, Heinz products, Warner Lambert confectionery, SmithKline Beecham personal care, Barilla pasta

1992 – 1993 HEMINGWAY Holding, Dunkin Donuts Ltd.

- Managing 4 restaurants in downtown in start up phase

## PROFESSIONAL EXPERIENCE

### Earlier experiences :

- Worked for car dealer, tourist agency and in family business

### Involvements:

- Frequent speaker on conferences and guest speaker on economical universities
- Membership in various none-profit organizations: political, sport clubs

Bonn, December 2015.

Attila Keszég