



Arkadiusz Trela

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Experienced Managing Director and C-level Business Strategy Consultant.
Strategic thinker who knows how to create and implement a winning business strategy.
Expert in International and Local Business Development and Turnaround Management.

Profile

- Results oriented manager and c-level business consultant, combining general and commercial management experience in B2C and B2B with a wide knowledge of the market in Poland, the Baltic States, CIS and Middle East.
- Experienced Managing Director with 10+ years of relevant experience, successfully and independently managing all business functions in organisations counting up to 100 people with full P&L responsibility generating up to 120 mln. EUR net sales.
- Top tier expert in Business Development, Sales and Marketing, with 20+ years of international experience, who established new product categories in the market, launched 100+ of new products in several markets, built powerful brands in Premium segments (i.e. Bacardi, Martini) and Economy segments (i.e. Philip Morris)
- Internationally experienced expert in business development through all trade channels.
- President of the Supervisory Board – Black Pearl S.A. – 2020-2021
- C-level / board level business strategy and business development consultant – 2015-now
- Partner / Managing Director – Tequila Águila Superior – 2017-now
- Business Development Director – eFaktor / Finea – 2018-2020
- Partner / Managing Director – TradeBridge – 2016-2019
- Country Manager Latvia – Philip Morris International – 2012-2015
- Managing Director – Bacardi-Martini Polska – 2007-2011
- Marketing Director / Marketing Manager - Bacardi-Martini Polska – 1998-2007

Key Skills and Competences

- Drive for results.
- Effective General Manager understanding and managing all business functions.
- Highly developed leadership skills and organisation management competences including developing Top Talents, sizing up people, listening and motivating others combined with ability of hands on approach when needed.
- Expert in development and implementation of the international, multichannel strategies.
- Focuses on performance and delivers results through effective implementation of the strategy, strategic priorities and KPIs while building a high level of engagement and an entrepreneurial spirit in the organisations.
- Good strategic thinker, including multi-perspective analysis, operating models preparation and adoption, brand and portfolio management, new product launches, business development, route to market, commercial strategy, procurement and inventory optimisation and others.
- Transparent, open in communication, motivated by challenges and achievements.

Experience

FMCG Consulting / TradeBridge / Águila Superior / Pinot Wine & Spirits Sep'2015 – now
Mar'2011 – Oct'2012

Position: Strategic Consultant / Managing Partner / Board Advisor / Managing Director

Responsibilities:

- International Business Development in CEE, CIS, MENA and USA.
- Managing organisation transformation and new processes implementation as board advisor.

Achievements:

- Successful launch of more than 20 brands in several difficult markets in CEE, CIS, MENA, USA.
- Number of strategies developed and implemented successfully.

B2B Consulting / eFaktor S.A. / Finea S.A.

Jun'2018 – Jan'2020

Position: Business Development Director

Responsibilities:

- Business Development and activation of new B2B sales channels delivering incremental growth.
- Creation and implementation of the new solutions in the financial sector.

Philip Morris International

Nov' 2012 – Aug'2015

Position: Country Manager Latvia

Responsibilities:

- Full responsibility for business results and P&L in the Latvian Market, being an element of the pan-Baltic organisation.
- Managing the local team delivering revenue in the range of 100-120m. EUR

Achievements:

- Successful turnaround management including: business model change, state of the art commercial strategy development and implementation, organisation re-designing, route-to-market change, management tools implementation and building skills and capabilities,
- Delivering results above all business KPIs, including volume, market share, profit and other KPIs specific for the industry and company, after years of decline.

Bacardi-Martini Polska

Jan' 1998 – Mar'2011

Position: Managing Director

Apr'2007 – Mar'2011

Responsibilities:

- Entire general management of the local Polish operation (100 people, 2 companies) as the only active Board Member with full empowerment and a high level of independence managing a wide range of business functions, including: strategy, sales & marketing and supportive functions including: HR, corporate affairs, supply chain management, finance.

Achievements:

- Delivering 100 – 150m. PLN annual turnover, high margins and profitability ahead of its competitors
- Achieved outstanding financial results far beyond expectations (15 – 45% annual growth at Earnings from Operations level) during 3 out of the 4 years managing the company.

Position: Marketing Director

Sep'2001 – Mar'2007

Position: Marketing Manager

Jan' 1998 – Aug'2001

Responsibilities:

- Full responsibility for budgeting, planning and executing commercial activities, including: portfolio management, positioning (including price positioning), brand building, sales promotions, trade marketing, shopper marketing and others.

Achievements:

- Achieved sustainable #1 position in the market with Martini vermouth and sparkling wines.
- Created the Ready-To-Drink category in the market via a well-designed launching of Bacardi Breezer, which achieved #1 position in the market.
- Reversed the traditional perception of the rum category in Poland and achieved a dominant position with Bacardi rum (80% of the market share).

Previous experience

1993 – 1997

Sales, Marketing and Management experience in variously sized organizations – from small local entrepreneurial companies to large multinational corporations including:

- Coca-Cola CBO Cracow (multinational bottling corporation),
- Master Food Polska, (multinational FMCG corporation focused on snacks and pet food),
- US West Polska (the publisher of Panorama Firm / Yellow Pages).

The positions varied from independent positions in the sales department to managing teams of up to 20 people in marketing or business development departments.

Other Activities

Board Member of the National Chamber of Sport

2010 – present

Achievements:

- Helped in the creation of the National Chamber of Sports, as one of its founders.

Chairman of the Social Responsibility Committee (and Council Member) at the Polish Spirit Association

2008 – 2011

Achievements:

- Initiated, created and managed implementation of the Social Responsibility Strategy (including the key campaign that is still being used by the National Board of Safety on Roads and very successful educational programme for pregnant women).
- Significantly influenced the development of the modern and active trade association by introducing strong initiatives and building relationships with other market players.

Giving lectures, public speeches and scientific articles publication

Achievements:

- Expert speaker about Iranian business environment and culture.
- Evaluated as the best speaker during several marketing congresses.
- Series of lectures for students at the Jagiellonian University and Kozminski University.
- Scientific articles in management field.

Travelling

Passionate about travelling and about different cultures.

Education and Qualifications

SGH

PhD in Management (Poland) – in progress

PhD in Management started at the best economic university in Poland.

ICAN Institute (Harvard Business Review Polska)

Strategic Leadership Academy (Poland)

Advanced executive educational programme developing leadership skills for increasing the effectiveness of top management. Content provided by Harvard Business Publishing.

University of Virginia - Darden Graduate School of Business Administration

IESE Business School - University of Navarra

Strategic Management (USA, Spain, UK)

Executive educational programme developing top managerial skills focused on strategic planning, marketing planning, new product development, supply chain and operational management, finance and managerial accounting.

Akademia Leona Kozminskiego (Kozminski University) in Warsaw

Management (Poland)

Graduation studies in the top ranked management school in Poland.

Local and international training sessions and courses

A large number of training sessions and courses covering competences and functional skills within a wide spectrum of areas.

Languages

Polish – native

English – fluent

Russian – communicative