

## EXECUTIVE SUMMARY

Accomplished senior executive with over 18 years of marketing leadership and business growth management experience in diverse sectors including, fast moving consumer goods, food & beverages, financial services, agribusiness and technology. Adept at driving business transformation, market expansion, and operational excellence across diverse industries with a constant focus on brand building and operations management. A strategic thinker with a strong record of delivering commercial success, reputation management, digital innovation, and cross-functional collaboration in global and regional markets with on the ground business experience in several Central and Eastern Europe countries.

## EDUCATION & PROFESSIONAL DEVELOPMENT

- **Excellence Certificate in Corporate Governance in Practice** – Envisia/Romanian American University Bucharest/Stock Exchange (2025)
- **Ph.D. Candidate, Management** (Research Focus: Agriculture 4.0) – SNSPA, Bucharest, Romania (2021 – 2025)
- **Digital Marketing Professional Diploma** – Digital Marketing Institute Dublin (2013)
- **Executive Program** – Heineken International Management Academy (INSEAD, Fontainebleau) (2012)
- **Vodafone Corporate Leadership Program** (2007 – 2008)
- **Procter & Gamble Corporate Training Programs** – Brand Management, Advertising, Market Research (1995 – 2007)
- **M.A. International Marketing Communication** – California State University, Chico, USA (1995 – 1997)
- **M.S. Engineering** – Polytechnic Institute, Bucharest, Romania (1986 – 1991)

## LANGUAGES

English | French | Hungarian | Romanian

## PAUL STEFAN MARKOVITS

### PROFESSIONAL EXPERIENCE

**ART WRITING, ROMANIA**  
**Consulting Partner**

Bucharest, Romania  
May 2025 to date

*Responsibilities:* Strategic marketing and management consultant

*Achievements:* Marketing strategy and department reorganization for a Bucharest retail parc, strategic plans and advice for clients in the beverage industry.

**AGRICOVER Holding, ROMANIA**  
**Chief Marketing Officer**

Bucharest, Romania  
Nov. 2021 to May 2025

*Responsibilities:* Head of the Marketing function across the distribution, credit and agritech business units

*Achievements:* Organizational redesign to enhance Marketing's contributions to the businesses of the Holding and operational plans and marketing initiatives and budgets for 2022, 2023, 2024 and 2025. Participated in the Bucharest Stock Exchange IPO process and several product launch premieres and strategic realignments.

**UNITY GROUP, ROMANIA**  
**Consultant**

Bucharest, Romania  
June to November 2021

*Responsibilities:* Senior Consultant for Business Advisory Services

*Achievements:* Substantiated the strategic orientation and branding/re-branding projects for local companies in the food and beverages industries.

**URBB-Carlsrom, ROMANIA(Carlsberg Group - ELUD Partner)**  
**Vice President - Marketing**

Bucharest, Romania  
May 2014 to May 2021

*Responsibilities:* Head of the Marketing function (20+ people in Brands Management, Trade Marketing, Marketing Services and Public Relations) and member of the company's Management Team (Board)

*Achievements:* Met and exceeded the targets on brand KPI each FY, contributing to the commercial turn around of the company (doubled share, boosted premium plus revenue and profit)  
Brand's Portfolio realignment (beer, juices, cider), generated several value creating innovations including Timeless Collection (European Specialties including Guinness Beer)  
Reform and professionalization of the overall marketing team (new structure, technical mastery development program, own creativity training)  
Improve significantly the organizational climate in the department and interfacing with other departments (Climate Surveys, SLAs, Initiative Management Process, etc)  
Created several best practices in brands activation and innovation

**THE NETWORK, ROMANIA**  
**Consultant**

Bucharest, Romania  
Nov 2013 to March 2014

*Responsibilities:* Independent consultant

*Achievements:* Contributor to strategic reorientation and branding/re-branding projects for local companies.

**HEINEKEN, ROMANIA**  
**Marketing Director**

Bucharest, Romania  
Feb 2010 to Oct 2013

## PAUL STEFAN MARKOVITS

*Responsibilities:* Head of the Marketing function (20+people in Brand Management, Marketing Services and Innovation) and member of the company's Management Team (Board)

*Achievements:* Brand's Portfolio realignment unleashing growth that lead to commercial turn around rewarded with the market leadership position kept even for a while beyond my tenure.  
Professionalization of the marketing team and improve significantly the organizational climate  
Created several regional best practices in brands activation, research and innovation  
Met and exceeded the targets on brand KPI each FY.  
Contributed and mentored award-winning campaigns (see EFFIEs)  
Global trainer on advertising for the Heineken Global Commerce University

### LAB ROMANIA

#### International Research Director

Bucharest, Romania  
August 2009 to Jan 2010

*Responsibilities:* Project management and client development for the research products of the company

*Achievements:* Active contribution to the creation of the first biometric research company in Romania  
Developed the client base for both

commercial and electoral marketing clients

### TIME 2 TALK

#### Marketing Consultant

Bucharest/Budapest  
Nov08 to Jan 2010

*Responsibilities:* Senior Consultant for political marketing projects and commercial/personal branding projects.

*Achievements:* Strategic contributor to a victorious parliamentary campaign.  
Authored several re-branding and positioning projects for commercial clients

### VODAFONE ROMANIA

#### Senior Director - Brand & Marketing Communications

Bucharest, Romania  
Apr07-Dec08

*Responsibilities:* Head of Brand Strategy and Marketing Communication (including sponsorships) for one of the top 5 advertisers in Romania,

- Member of the Vodafone Romania Steering Committee
- Department leader with 24+ team members,

*Achievements:* Succeeded to bring Vodafone to be the most prestigious telecom brand on the Romanian market (industry surveys <http://www.standard.ro/articles/gallery/71242>).

Streamlined advertising processes and rationalized costs

Met and exceeded the targets on brand KPI each FY.

Multiple awards at national and international advertising festivals

### PROCTER & GAMBLE Central Europe South (CES)

#### Senior Brand Manager – Laundry category

Budapest, Hungary  
Oct06-Mar07

*Responsibilities:*

- Business leader with P&L responsibility on a business exceeding USD 50 MM across 5 countries in Central Europe South (Hungary, Czech, Slovakia, Croatia, Slovenia)
- Marketing Team leader with 4 direct reports working on multiple brands.
- Multifunctional team leader with 18+ members for the respective brands.

*Achievements:* Created brand revitalization plans within existing portfolio. Created a new platform for Tide in CES (Super Mom), secured continued success for Bonux

### PROCTER & GAMBLE Europe

#### Brand Manager – Personal Beauty category (primary role)

Budapest, Hungary  
May04-Sep06

*Responsibilities:* -

- P&L responsibility on a business exceeding USD 22 MM, across 5 countries in Central Europe South (Hungary, Czech, Slovakia, Croatia, Slovenia)
- Marketing Team leader with 3 direct reports working on multiple brands.
- Multifunctional team leader with 15+ members for the respective categories.

## PAUL STEFAN MARKOVITS

*Achievements:* Double digit growth of the business volume & profitability for the three consecutive years.  
Awards for “World Class Advertising”, “Most innovative media usage”, Best ROI marketing campaign”

**Dept Leader - Consumer & Market Knowledge (additional role)** May05-Sep06

*Responsibilities:*

- Oversight responsibility on a research budget of USD 1.8 MM aimed at both NPD qualifications and current business tracking across 5 countries. Also in charge with the coaching and development of 3 direct reports.
- Strategic consultant to top management working across all P&G categories (fabric care, beauty care, paper products, shopper research)

*Achievements:* Built from scratch a very efficient team able to meet and exceed research and consulting needs of a multi-country business organization with a turn-over in excess of 400 MM.

**PROCTER & GAMBLE Europe and Balkans** Brussels/Tel Aviv & Istanbul/Bucharest  
**Senior Manager – Consumer & Market Knowledge (primary role)** Sep97-May04

*Responsibilities:*

- Designing all consumer, shopper and market related research within the CEE Category Management Team
- CEE responsible for communication (copy testing) and diffusion research
- Integrated activity with the media and marketing departments on new product launches as well as day to day survey of the market.

*Achievements:*

- Successfully completed work on “white space” expansion on own categories (deodorants, personal cleansing products, fabric care) in CEE ahead of time.
- Co-operated globally at creating new product forms (Global leader on LS detergents)
- Contributed to the roll out of all product initiatives in the markets/categories that worked for in CEE.
- Pioneered and implemented shopper research and marketing mix optimization, and tracking tools.

**Assistant Brand Manager (special assignment)** Brussels & Moscow, Jun03-May04

*Responsibilities:* - Integral part of both the regional and the country business teams, leading the design, implementation and analysis of all qualification work for the launch of a new detergent value brand

- Propose and secure approval for the year 1 exploitation plan, including communication development.
- Secure manufacturing and supply chain set up.

*Achievements:* Successfully completed work on brand launch. Brand (TIX) is now in the market, tracking ahead of objectives

**METABYTE INC – Consulting Division** Fremont, California  
**Account Manager** Mar-Aug 1997

A Silicon Valley technology company engaged in original equipment manufacturing (OEM) and software consulting. The consulting division (which employed 135 engineers at the time) performed projects for major software companies (Oracle, Cisco) and hardware manufacturers (LSI).

- Created marketing and sales campaigns for the Interactive TV group.
- Developed new client accounts and managed existing client relationships.

**PROCTER & GAMBLE Balkans** Bucharest, Romania  
**Assistant Brand Manager** Apr-Aug 95

*Responsibilities:* Managed the marketing plans for 2 products (Ariel, Tide) across 6 countries (Albania, Bulgaria, Croatia, Macedonia, Slovenia and Romania).

*Achievements:* -Established Ariel as the best detergent in Romania. Grew the business volume by using the defense launch of Tide Lemon. Set the base for the launch of 2 new brands (Fairy Liquid and Perlan-Bonux)

**TRIPARTITE SECRETARIAT for SOCIAL DIALOGUE** Bucharest,  
Romania

**Project Authorizing Officer** Jun93-March 95  
A European-funded NGO with the primary objective of facilitating dialogue and collaboration among government, trade unions and employers' federations.

- Provided financial and operational project management for the EU-PHARE Social Dialogue Program – part of the institutional reform aimed at creating today's Social and Economic Council

**OK Contact** Bucharest,  
Romania  
**Managing Director/Partner** Sep91-May 93

## **PAUL STEFAN MARKOVITS**

Served as PR agency's primary consultant for international NGO and domestic political party client accounts.

- Created and managed client PR campaigns.
- Developed new client accounts and managed existing client relationships