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Tibor PÁL

Head of Marketing

LANGUAGES

ENGLISH – *Fluent (IELTS 8.5)*
HUNGARIAN – *Native*

EXPERIENCE

15 years of Marketing and Business Development at **Philips DA, MARS Wrigley, Goodyear and Procter & Gamble**.

Experience from **different industries** (*FMCG, Automotive, Food, Petcare, Higher education and Consumer Electronics*).

Successfully completed **regional and local** assignments within **North America, Europe, Middle East and Africa** regions.

EMCC Global Individual Accreditation (EIA) & Professional Designation at **Practitioner level** (EIA reference number: EIA20220427)

I am inspired by roles where constant intellectual challenges and the chance to make a real impact are present.

My passion at work is delivering growth through **building highly effective teams** and **developing people**.

What defines me as an individual is being a father, a husband, a traveller and a huge sports enthusiast.

My motto: "Shoot for the moon. Even if you miss, you'll land among the stars." – Les Brown

EDUCATION

Postgraduate Degree, Business Coaching, 2021
University of Pécs, Faculty of Business & Economics (EMCC EQA accredited)
with grade 'A'

MSc in Applied Management, 2008 (Dual degree)
• *University of Pécs, Faculty of Business and Economics*
• *Middlesex University, London, UK*
with Merit

BA in Business Administration, 2006 (Dual degree)
• *University of Pécs, Faculty of Business and Economics*
• *Middlesex University, London, UK*
with Upper Second Class Honours

US Army Management Staff College
• *SecArmy Leader Development Seminar (22-001, 2021)*
• *CESL Business Transformation Course (22-004, 2022)*

SKILLS

- Business Development and Go-To-Market strategy
- Portfolio & Innovation pipeline management
- P&L ownership and management
- Budget management with growth and ROI mindset
- Market research and analysis (*Nielsen, NDP*)
- Project management
- People and talent management
- 360 marketing mix and communication strategies (*CRM, PR, Social Media, events, digital and e-mail*)
- Consumer care (*NPS, call center, service network*)

EMPLOYMENT HISTORY

2021 – Versuni (formerly Philips Domestic Appliances) North America – ON, Canada

Head of Marketing (April '23 – interim, Aug '23 – permanent)

- Overseeing all marketing activities for 5 categories in US and Canada
 - North American management team member with 4 direct reports.
 - Driving Philips brand to become the leading household name in the home appliances segment 'Turning houses into homes'.
 - Achieving #1 Full Auto Espresso brand in Canada in 2023 for 1st time
- Head of Customer Care (Aug '21 – August '23)*
- Leading team of 5 people, reporting to VP North America.
 - Managing warranty operations through a network of 19 authorized service centers and leading consumer support via call center (25+ agents) attending to 46,000 consumer contacts / year.
 - Delivering exceptional R&R scores and record NPS growth.

2020-2021 – University of Pécs, Medical School & Faculty of Pharmacy – Pécs, HUN

Head of Marketing and Communications

- Bringing an ROI centric, Brand focused transformation to 2 faculties of a 650-year-old university with the mission of building global reach and a department to drive growth.
- Leading 4 offices, team of 19 ppl, responsible for strategy, brand and recruitment for a total business of \$23M+/year.

2018-2020 – W5labs.com – Pécs, HUN

External Consultant (Acting General Manager) of agency

- Grew 2019 NS by +59% vs YA via new accounts (*E.g.: The Coca Cola Company, Reckitt Benckiser, La Farge Holcim and MARS*).
- Re-structured company's reporting and forecasting processes.
- Managed daily operations of team of 30+ people.

2016-2018 – MARS Wrigley MENA / GCC – Dubai, UAE

Marketing Manager (2 assignments)

- Petcare portfolio, 10 global brands in GCC region worth \$33M, delivering 300%+ of BU NS growth. Planned and executed multiple NPIs and delivered brand launch plan for IAMS.
- Oral Care portfolio in MENA region worth \$45M with 3M\$ budget. 1st NPI in 3 years, highest Extra brand and segment share in markets. Activation shortlisted to 2017 Dubai LINX.

2012-2016 – Goodyear MEA – Dubai, UAE

Regional Brand / Trade Marketing / Product Manager

- Managed 6 Brands in 3 category segments in region of 46 markets, coordinated multifunctional team and agencies.
- Delivered MEA Consumer Product Portfolio – Globally 1st up-to-date offering for NAT, AP, EU combined regions.
- Responsible for Marketing S&OP processes, brand campaigns, activations and brand events with 50+ people to multiple locations.

2008-2012 – Procter & Gamble – Budapest, HUN / Dubai, UAE

Regional Junior Brand Manager (3 assignments)

Herbal Essence / Pert Plus, MENAP

- New HE NPI launch backed by \$0.5M Facebook campaign delivering highest engagement with brand and record shares.
 - Led Pert Plus ATL campaign delivering record trial & awareness.
- 2 assignments – Central Europe South*
- Led Gillette Premium portfolio (*Fusion*) - NPIs and activations delivering share growth, record high awareness and trial.
 - Developed and led activation with Alexander Ovechkin, Global team member for PR event in Washington DC.
 - Led the turnaround of Ariel Professional laundry additive via trial and sales focused activation driving record shares in 5 markets.