# Profile

**ENTJ (Myers & Briggs),** moved from creative to planning to consultative positions in the past 24 years. Strategically apt, needs to be intellectually and managerially challenged. Good negotiator and motivator with the experience of leading teams up to 10.

**Quick, creative and persuasive** Thrives in creative assignments, doesn’t crack under pressure.

# Skills Summary

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| --- | --- | --- |
| * Project Management
* Team Management
* Marketing Plan Preparation
* Consumer Insight
* Qualitative Research
* Consumer Segmentation
* Marketing Communication Planning
 | * Retail & Advertising Data Interpretation
* Brand Positioning Development
* Marketing Strategy Development & Validation
 | * Concept Development
* Brand Innovation
* Copywriting
* Creative Supervision
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# Professional Experience

## Marketing communication planning

* Developed, coordinated and supervised marketing communication plans for products and services from automotive, through FMCG to banking, IT, medical/pharmaceutical and non-profit segments: both in a planning function on the agency side and as a consultant on the client side
* Devised tactical and strategic marketing communication plans
* Coordinated research agencies, marcom agencies and other vendors in delivering on the marketing communication plans
* On the agency side, has been the key creative and/or strategic member of the team in local and international pitches

## CONSUMER Insight

* Authored, planned, and supervised innovative research formats for international clients
* Pioneered the anthropological and ethnographic approaches to qualitative marketing research in the CEE region
* Worked with numerous quanti/quali research formats (tracking studies, brand equity studies, concept tests, consumer satisfaction studies, media consumption reports, etc.

## BRAND LAUNCH, INNOVATION and BRAND MANAGEMENT

* Co-Authored and developed branding strategies, new product/service positioning strategies, brand identities
* Coordinated cross-discipline teams on brand development and innovation project in FMCG, service industries, medical/pharmaceutical products/services, IT

## Creative

* Wrote concepts and copy for both local and international clients
* Directed creative development on both local and international integrated communication campaigns

# Employment History

HRIVNAK, s, r. o. – Prague, Czech Republic
**Owner/CEO,** 2012 to present

Idealisti, s, r. o. – Prague, Czech Republic
**Co-Owner/Managing Director,** 2008 to 2011

Brand Therapy – Prague, Czech Republic
**Consultant and Sole Proprietor,** 2003 – 2008

Euro rscg new Europe – Prague, Czech Republic
**Regional Head of Strategic Planning,** 2001 – 2003

TBWA – Prague, Czech Republic
**Head of Strategic Planning,** 1997 – 2000

men on the moon – Prague, Czech Republic
**Co-Owner, Managing Director** 1995 – 1997

mark bbdo – Prague, Czech Republic
**Copywriter and Executive Creative Director** 1992 – 1995

open society fund – Bratislava, Slovakia
**Media Program Manager** 1990 – 1992

# Education

Komensky university – Bratislava, Slovakia
**MA,** 1991
**Major in English & American Literature**

University of edinburgh – Edinburgh, Scotland
**Internship,** 1988

# Professional training/education

Drama in education – Germany, 1991

Strategic planning – Abbot Mead Vicker BBDO, London, 1993

# Languages

Slovak – Native

Czech – Native

ENGLISH – Fluent

GERMAN – Intermediate

RUSSIAN – Intermediate

# Computer skills

MS Office (incl. MS PROJECT)

Multiple collaborative platforms (Basecamp, PB WIKI, CONFLUENCE)

MIND MANAGER

PHOTOSHOP

# Family, interests, other

Father of three

Cello player

Literature (poetry, anthropology, sociology)