



Zilvinas KUCINSKAS

Digital / e-Commerce / Analytics

English | French | Lithuanian | Russian



+41 78 935 4546



zilvinas.kucinskas@gmail.com



Ch. De Devin 19, 1807 Blonay,
Switzerland



11 Oct. 1971



www.linkedin.com/in/zilvinas-kucinskas-38a4b99/



EU national, Swiss B permit

TOP SKILLS

Digital Transformation
Business & Data Analysis, Reporting
Change Management
CRM / Salesforce
E-commerce / Sales cloud
Project Management
Agile / Cascade / Scrum

SOFT COMPETENCIES

Creativity & Innovation
Problem Solving
Communication
Customer Focus
Adaptability
Collaboration

LANGUAGES

English	- Professional (C2)
Russian	- Professional (C1)
French	- Intermediate (B2)
Lithuanian	- Native

- Passion to support growth through data and digital transformation
- Focus on sustainable innovations and results
- Multicultural experience, learning agility, adaptability, and perseverance.
- UX, UI, Python, SQL, GitHub, Photoshop, Google Analytics, Amazon SEO

WORK EXPERIENCE

OWNER & DIGITAL TRANSFORMATION LEAD

Digital Case Sàrl • Switzerland • 2020 - Present

- Design, marketing & deployment of technical and business solutions.
- Company Value and Consumer Behavior models.
- Development of crowdfunding and community engagement applications for non-profits & SMEs in sustainability and assisted-living areas.

GLOBAL MANAGER DIGITAL DEPLOYMENT

Philip Morris International • Switzerland • 2016 - 2019

Global implementation of digital engagement solutions to activate the trade (B2B and B2C) with [salesforce.com](https://www.salesforce.com) in Europe, Asia and Latin America

- Value model creation and deployment by market.

MANAGER COMMERCIAL PROJECTS

Philip Morris International • Russia • 2013 - 2016

Led business analysis, digital commerce framework development and implementation of business models for trade activation remotely.

BUSINESS DEVELOPMENT, SALES & MARKETING ROLES

FMCG and telecom • Baltics/Switzerland/Turkey • 1993 – 2012

Key Accounts, Trade Marketing, Sales Training, Distribution, Business Planning & Development, Consumer Marketing, Call Center.

(More detailed description in the next page)

EDUCATION & CERTIFICATIONS

Econometrics MSc

Vilnius University, Lithuania / Aalborg University, Denmark (1994)

Certifications: Full-stack Software Engineer (UCD & Code Institute, Dublin, est. 12.2022) **Marketing Digital & Réseaux Sociaux** (CADSchool, 2021), **SQUARED Online** (Google, 2017), **BPSE** (IMD, 2006), **EMBA** (INSEAD, 2002)

PRIVATE CONSULTING & ENTREPRENEURSHIP, Switzerland**01/2009 - 02/2013**

Project initiator and leader

- Development and implementation of the applications for different industries using *Mobile Access & Interaction System (MAI)*™ and 2D codes for mobile phones.
- Structuring and facilitating the implementation of B2B and B2C projects in different countries: Switzerland, Turkey, Baltic, Belarus, Russia, UK and other.

Ad-hoc projects for various profit and non-profit organizations: business re-structuring, sales & export management (ex. Tele2).

CARLSBERG**03/2007 - 01/2009**

Director Customer Marketing Baltic

Role: design and implementation of the Customer Marketing (CM) function in all 3 Baltic countries and Carlsberg headquarters, building regional CM organizations and developing strategic marketing approach in the places of purchase. Additionally, driving sales force Execution Excellence program and leading the Value Management Project across all functions.

Key Accomplishments:

- Established the new Customer marketing function, including concept, detailed plans for all countries, performance measures. Recruited and trained staff.
- Implemented new sales & marketing budgeting process, including the reports and planning methodology.
- Increased market share by 2-4% in Modern Trade and Traditional Trade due to new channel plans and redesigned Sales Force compensation system.
- Set the structure and mindset for the continuous Value Management work covering innovation management, field execution excellence (FieldEx), price management. The effect of the initiatives was 2 million Euro.

BITE GROUP (partner of Vodafone, telecommunications)
COO Private**03/2005 - 02/2007**

Role: development, coordination and communication of the strategic company's direction by taking active role in Management Board. Managing and leading the team of 270 Bite and third-party people in Marketing, Retail Sales, Planning & Business Development, Phone Purchasing & Logistic, Call Center and Customer Service departments.

PHILIP MORRIS INTERNATIONAL
Manager Trade Marketing Turkey**08/2004 - 02/2005**

Role: development and implementation of the long-term Key Account and General Trade strategies, leading the team of 160 employees, managing significant budgets to optimize ROI.

Key Accomplishments:

- Built sales organization with strong cooperation culture. Identified, supported, and coached people who by now are company's leaders able to work in a changing cultural and economic environment.
- Generated responsibility for the decisions and business results from all business units around the country and involvement of all levels in the organization.
- Created and implemented working practice and processes that utilized the strength of PM products and organization, but also added value to the trade partners through unique information sharing and sales promotions.
- Maintained PM growth and profitability through optimal investment and resource management.

PHILIP MORRIS INTERNATIONAL
Manager Business Planning Eastern Europe, Middle East & Africa**03/2003 - 07/2004**

Role: leading the business development projects (entry into new markets, licensing or contract manufacturing, Greenfield production, acquisitions, and business restructuring), monitoring market developments, supporting Strategic Review, & three-year financial and in-market forecasts.

Key Accomplishments:

- Design and leadership of the market entry into South Africa, which was the monopoly market with total ad ban and severe trading restrictions.
- Effective consulting other teams on market entries and sales strategies into Nigeria, Algeria and Iraq.

PHILIP MORRIS INTERNATIONAL
Sales Management & Development, Baltic countries**07/1993 - 02/2003**