

Marek Zelazny

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PROFESSIONAL EXPERIENCE

Middle East Internet Holding, Rocket Internet

Venture Development Manager at Bamilo.com – number 1 marketplace in Iran

Tehran, Iran / Dubai, UAE

Jan 2015 – present

- Participated in creating operational center at the early stage of venture – mapped processes and defined KPIs, conducted initiatives towards lead-time decrease (automation of label printing, item handling specialization), warehouse staff recruitment, day to day operations
- Responsible for investor relations – reporting key financial and operational KPIs to both financial and strategic investors
- Created consignment model – collaboration with Key Account Managers to onboard sellers, securing next-day delivery promise both to vendors and customers, P&L responsibility for invoicing suppliers. Achievements – within 2 months: ~700+ items per week purely from consigned items, ~delivery within 24h
- Outlined and conducted process change in customer support department – introduced dynamic shift planning (20FTs), motivational scheme with KPI related goals, moved to CRM system supporting all 3 communication channels (mail, phone, live-chat) – contacts per FT dropped by 50%
- Built various reporting and performance measurement tools based on Excel VBA and SQL
- Coordinated operational post-merger integration of 2 ecommerce platforms in Iran – inventory, processes, people

Elex Technology, Chinese Universe Publishing and Media

Interim Business Development

Beijing, China

Sep 2014 – Dec 2014

- Responsible for Elex's overseas expansion, focused on DACH market – over 3 months increased revenue from 10k to over 40k USD
- Managing online inventory on various channels (V9.com – DAU 15m, Clash of Kings, Happy Farm) and monetizing traffic with the leading ad networks (Matomy, Media Shakers, ironSource)
- Expanded partnership with Zanox – accepted to 30+ affiliate programs on DACH market, secured direct partnership with Otto, TravelBird
- Provided insights on how to better optimize resources while meeting marketing budgets

BNP Paribas

Corporate Finance off cycle internship – General Industries

London, United Kingdom

Apr 2014 – Jul 2014

- Reviewed precedent M&A transaction in the aerospace sector to arrive at a list of potential investors (financial and strategic)
- Crafted the investment profile of the leading aviation leasing company which was distributed among financial investors

Bridgepoint Capital

Visiting Analyst, Private Equity Fund

Warsaw, Poland

Sep 2013 – Feb 2014

- Conducted market analysis and formulated investment thesis and operating committee paper for the potential acquisition target
- Developed and run LBO model which highlighted value drivers for the potential acquisition target

EDUCATION

Warsaw School of Economics (SGH)

Master of Science in Finance & Accounting

Bachelor of Science in Finance & Accounting

Warsaw, Poland

Oct 2013 – Jan 2016

Oct 2009 – Jan 2013

- Master thesis subject: "How PE funds create value through market consolidation"; grade: 5 / 5
- Bachelor thesis subject: "How to forecast revenues of a cyclical company"; grade: 5 / 5.5

City University of Hong Kong – College of Business

International Exchange Program with focus on finance

Hong Kong, China

Jan 2011 – May 2011

- Relevant coursework: Risk and Derivatives, Asia-Pacific Capital Markets, Securities and Portfolio Management, Trading Room Simulation

LEADERSHIP EXPERIENCE

Turn The Wave – Fundraising for Japanese earthquake victims

Founder and Project Leader in charge of marketing and compliance

Hong Kong, China

Mar 2011

- Managed team of 10 volunteers; raised HK \$27k within 2 weeks; secured the partnership deal with Doctors Without Borders

LRC-KsK Friends of the Earth NGO

Coordinator of information campaign

Manila, Philippines

Aug 2010 – Sep 2010

- Organized exhibitions and panel discussion at 5 universities in Manila to raise awareness about environmental impact of mining

SKILLS, ACTIVITIES & INTERESTS

Interests: swimming (5th place in national relay swimming competition for private schools (200m)); triathlon (8th place among teenagers in Sprint Triathlon Race in 2012); travelling – mainly as a backpacker visited 50+ countries worldwide

Languages: Polish (native); English (fluent); German (intermediate)

IT: MS Office; Bloomberg terminal (advanced training by Bloomberg); ISI Securities, SQL, passed CFA level 1