

Biró Zoltán

Food Engineer & Food Brand Manager



Mission Statement:

Creating and building outstanding food brands.

Areas of excellence: *branding & marketing strategy, product development, design, creativity, sales funnels, customer acquisition, leadership.*

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PROFILE

Experienced, responsible and ambitious food engineer and food brand manager with **12 year experience** in creating and building creative and standout sauce brands, seeking the one challenging and rewarding position in a food product focused organization. Armed with a visionary mindset, a system building approach and a drive to see things through to completion.

Core values: excellence, integrity, kindness, precision.

Weaknesses: sometimes impatient & idealistic, movies.

Date of birth: October 9 1982

Nationality: Hungarian

EDUCATION

University Degree in Food Engineering

Lucian Blaga University, Sibiu City, Romania

Started 2001 - Graduated 2007

University Degree in General Law

Lucian Blaga University, Sibiu City, Romania

Started 2001 - Graduated 2006

High School Graduate in Information Technology (IT)

Tamasi Aron High School, Odorheiu Secuiesc City, Romania

Started 1997 - Graduated 2001

SKILLS

Mentored and trained in Business Leadership, Project Management, Human Resource Management, Negotiation and Sales Training (RDI Certificate Owner), Software: Corel Draw, Microsoft Office: Excel, Power Point, Word, Outlook, Internet, CMS, Wordpress, Divi Builder, Mailchimp, Bing Advertising, Facebook Advertising.

LEADERSHIP SKILLS

Vision Oriented Mindset
Creative Problem Solving Ability
Highly-Motivated with an Entrepreneurial Mindset
Innovative and Initiation attitude
Company Mission Oriented
Results focused
Kind but Confident and Decisive Personality

EXPERIENCE

IoliMex LLC – Mustard & Sauce Manufacturing Company
Positions: Food Engineer then Brand & Marketing Manager
From 2006 - present

www.iolimex.com

www.abeleszter.com

Responsibilities as a Brand Manager:

- Brand strategy development and implementation
- Blue Ocean Strategy development
- Online and offline marketing campaign creation and management
- Product rebranding for higher emotional impact and sales
- Product development for niche markets
- Product package and label design
- Key account management
- HR recruiting, training and supervising (marketing assistants, designers, programmers, secretary personnel, sales reps.)
- Client portfolio development
- Supervising external sales team (ensuring optimal brand exposure)
- East European food industry trends tracking
- Company representation on food expositions and paramount events
- Outstanding company image building and preservation
- Business Plan writing & development
- Project writing for EU Founding

Responsibilities as a Food Engineer:

- Production planning and coordination
- Mustard preparation and production with colloidal mill
- Ketchup preparation and production using cold technology
- New product recipe development and experiments
- Supplier negotiations
- Supervising production process and production line
- Order management
- Raw and packaging material stock control
- Supply management
- Quality control of raw materials & packaging materials
- Final product sampling for quality control
- Production line setup, machinery control
- Planned cleanup of the transportation pipe system
- Packaging machine handling using thermo contractible foil
- Spiral pumps handling for liquid transportation

- Cutter machinery handling designed for ketchup, mayonnaise, tomato paste production
- Labeling machine setup, adjustment and label changing
- Inkjet Domino industrial coding and marking system handling

Achievements at IoliMex:

- Created a new line of products as (and sold on the market):
 - Ábel - Szekler mustard
 - Eszter - Transylvanian mustard
 - Donatello - Sicilian pizza ketchup
 - Tonus - honey mustard
 - Tonus - chili mustard
 - Tonus - mustard for kids
 - Kratos - spicy ketchup (sweet&hot)
 - Bonnaise - traditional mayonnaise
 - Tomas - tomato paste sauce
 - Gizella - Szekler Spice Mix
 - Gardien - Natural Vegetable Mix
 - Prince Vlad - Transylvanian Steak Sauce
- The two Ábel&Eszter premium ethnic food brands became responsible for **70%** of the company's income.
- A higher value market perception by rebranding the existing products
- Changing the company image from a local to an international player
- Reaching 1.9 million people via online advertising, for two products
- Molding the company product line to separate brand identities
- Raising the brand awareness for: Tonus, Abel, Eszter, Donatello.
- Creating new websites for the company
- Won the 3th place with the Ábel mustard among 30.000 hungarian products in the Budapest KMI food fair.

LANGUAGE

English – *speak*: fluent, *write*: fluent, *read*: fluent

Hungarian – (native language) *speak*: fluent, *write*: fluent, *read*: fluent

Romanian – *speak*: fluent, *write*: fluent, *read*: fluent

HOBBY

Reading, Personal Development

Favorite authors: Maxwell Maltz, Robert Greene, Philip Kotler, John C. Maxwell, Al Ries & Laura Ries, Robert Kiyosaki, Brian Tracy, Tony Robbins, Frank Kern, Darren Hardy, Ryan Deiss, Dale Carnegie, Brendon Burchard, Gary Chapman, Gunagriha.

Top 3 favorite books:

48 Laws of Power by Robert Greene, Psycho Cybernetics by Maxwell Maltz, High Performance Habits by Brendon Burchard.