

## Contact

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(LinkedIn)

## Top Skills

Project Planning

Forecasting

Sales Management

## Languages

English

German

Hungarian

## Certifications

ClickMinded SEO Individual  
Qualification

# Győző Sipőcz

Retail Operations Manager at The Goodyear Tire & Rubber  
Company

Budapest, Budapest, Hungary

## Summary

Passionate and result driven retail professional with 10+ years of cross-functional experience in managing large format brick-and-mortar retail units, country level expansion strategy, digitalization projects on a local and European level. Strong people manager who believes that pragmatic, fact based communication combined with active listening delivers highest value for any organization. Firm believer that empowerment of every person will result in achieving more.

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## Experience

### The Goodyear Tire & Rubber Company

5 years 1 month

#### Retail Operations Manager

March 2019 - Present (3 years 11 months)

- Creating the implementation and sales strategy of the inhouse developed (MS Dynamics NAV based) ERP system while overseeing and managing sales activities for key accounts across EE markets
- Serving as the product owner of integrated „satellites” to the ERP system, defining go-to market strategies and rollout schedules while managing product developments and enhancements
- Lead local sales and IT teams (7 FTE)
- Establishing category management and purchasing strategy for the individual markets of EE, lead and manage CM and purchasing professionals (4 FTE)
- Lead yearly sales negotiations with key accounts and suppliers across EE markets
- Regular monthly KPI reporting towards EU lead team

#### Regional Retail Manager

January 2018 - March 2019 (1 year 3 months)

Budapest

- Development of the Hungarian retail franchise network
- Defining, setting and implementing local expansion strategy

- Setting yearly individual sales targets for network members
- Implementation and development of network standards

## OBI Group Holding

7 years 2 months

### Store Manager (>€12 Mio turnover)

May 2015 - December 2017 (2 years 8 months)

- Full scope responsibility of the assigned store, setting yearly turnover, budget, stock and FTE targets
- Planning and approving of investment associated with store, ROI validation
- Ensuring merchandising standards and products placement are always met at the store level
- Turnover, stock and EBITDA reporting on a monthly scale towards the country leadership team
- Holder of employer rights of store personnel (80+ FTE)

### Online Project Manager

September 2014 - April 2015 (8 months)

Budapest

- o Full responsibility for defining project needs and resources (human and financial)
- o Develop and drive the implementation of the company's online product reserve system
- o Lead the IT implementation of the migration
- o Identify process improvement areas in the store level
- o Supervise and manage the daily activities of project members

### Store Manager (>€5 Mio turnover)

January 2014 - September 2014 (9 months)

- Full scope responsibility of the assigned store, setting yearly turnover, budget, stock and FTE targets
- Planning and approving of investment associated with store, ROI validation
- Ensuring merchandising standards and products placement are always met at the store level
- Turnover, stock and EBITDA reporting on a monthly scale towards the country leadership team
- Holder of employer rights of store personnel (50+ FTE)

### Process and Project Manager

November 2010 - January 2014 (3 years 3 months)

- o Full scope project planning and budget responsibility

- o Supervision of go/no-go milestones
- o Resource planning of the projects (human and financial)
- o Negotiation with 3rd party suppliers (if needed)
- o Bi-weekly / monthly project status reporting to the Decision Committee (DC) / Board of Directors
- o Cross-functional management of project members
- o Identify and lead process improvement initiatives

ExxonMobil

Controller

November 2009 - November 2010 (1 year 1 month)

Budapest

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## Education

University of Pécs

Master of Science (MSc), Finance, General · (2007 - 2009)

University of Pécs

Bachelor of Arts (B.A.), Business Administration and Management,  
General · (2004 - 2007)