Marek Mahdal – Senior Digital Start-up Leader / Digital Product Development

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Profile / Summary

Senior Digital Start-up Leader and **Digital Product Development Specialist**, expert in designing, developing and launching innovative digital applications for technologically ambitious SMEs to drive growth. Key strengths include: leveraging extensive hands-on product launch and technical experience to formulate bespoke digital product strategies based on a clear value proposition and consumer fit; producing clear product feature specifications, technical design documents and development roadmaps to align product development across all stakeholders; creating digital product business plans and fundraising materials to attract further investment; and managing the end-to-end software development life-cycle utilising agile and continuous delivery methodologies to achieve constant adaptability.

Key Skills

- Start-up Executive Leadership
- Digital Product Leadership
- Software Development Management
- Board Advisory / Governance
- Stakeholder Management
- SaaS Product Strategy
- ICT Risk Management

- Smart Contract Dev & Audit Management
- IT Compliance / Due Diligence
- Full P&L Responsibility
- Digital Innovation
- Coaching / Mentoring
- System Architecture Advisory
- Go-to-market Strategy

Career Highlights

- Superfaktura.sk identified the need for a wide-spread cloud invoicing application in the Slovak market. As MD/Co-Founder, developed & brought to market SaaS accounting application aimed at SME businesses. Articulated product concept/conducted market research; designed & architected viable product/created specifications; utilised Agile Scrum for daily development & deployment; formulated & executed go-to-market strategy; and built customer support team/led further product development. Succeeded in creating a dominant SaaS accounting service in Slovakia with 50k SME businesses as clients & plans to expand.

- Kootac required specialist e-commerce guidance to successfully launch an online lottery re-selling business. As MD, joined business to launch online product utilising a web/mobile app. Assessed resources & stakeholders/created business plan, roadmaps & go-to-market strategy; brought B2C product to market/oversaw go-to-market execution; converted business model to secondary lottery model/acquired UK gaming licence; and expanded business model with B2B offering. Succeeded in enabling significant growth, serving 100k+ customers & reaching profitability in year 2 with 7-figure yearly revenues.

- Hubda.sk were founded to provide a music related online entertainment website in Slovakia. As Founder/ MD, created music themed web portal & acquired significant traffic market share. Formulated concept, business plan, content production guidelines & go-to-market strategy; hired key staff; promoted portal at music festivals/supported music artists via free promotion/released independent music compilations; launched online radio; and built online ticketing office. Succeeded in building the 2nd most visited music portal in the country in 4 years resulting in acquisition by the largest online content company in Slovakia.

Career History / Work Experience

June 2017 to present: Rockchain Ltd, Gibraltar: Co-Founder / CTO

- Co-founded Rockchain Ltd in 2017 and currently act as their CTO. In 2018, built partnership with RHT Taylor Wessing to launch RHT Rockchain joint venture in Singapore.

Co-Founder / CTO - Rockchain Ltd, Gibraltar (07/2017 to present)

- Rockchain is a consulting firm focused on Distributed Ledger Technology (DLT), an Approved Sponsor Firm of Gibraltar Blockchain Exchange (GBX) and Blockchain proof of concepts and products developer.

- Founded business and perform technological due diligence and consulting for companies keen to implement DLT into their businesses or raise funds via issuing their own cryptocurrency, or list their project on the GBX. Lead 5-person team of developers.
- Key clients include: Muving, Spain (electric vehicle rental); Quedex Ltd (Crypto-derivatives exchange).
- Smart contract development & audit management
- Consult on product strategy and system architecture, IT compliance, cyber-security/data protection, technology stack and other Product/IT aspects as required by clients.
- Oversee design and development of internal Rockchain products and proofs of concepts such as Rockproof, Tokenized Securities solutions and maintain Rockchain's policy products.
- Successfully acquired the "Approved GBX Sponsor firm" status
- Developed and launched Rockproof, a trust-ware product utilizing immutable digital proofs.
- Created a set of ICTSP (Information and Communication Security Policy) template product aimed at DLT and cryptocurrency businesses, that seek licensing in Gibraltar.

Partner – RHT Rockchain, Singapore (06/2018 to present)

- RHT Rockchain is a joint venture of Rockchain and RHT Taylor Wessing, a leading Asia law firm, and their affiliated companies in Corporate Finance, Compliance Solutions, Company Management and Corporate Communications. Focus on FinTech innovations particularly in the blockchain space.
- Role covers technology due diligence, research, critical analysis and bespoke consulting, as and when required by our joint clients and partners.

June 2013 to December 2016: Kootac, Malta: Managing Director

- Kootac is a UK regulated online gambling firm, focused on secondary lottery betting, operating several B2C brands as well as a B2B platform.
- Taking full P&L responsibility, managed company from inception up to becoming profitable $multi-million revenue business.
- Led team of up to 25 cross-functional staff. Reported directly to the Board.
- KPIs focused on driving value for shareholders ensuring profitability and revenue generation.
- Hired and managed operational teams, designed products, managed software development, go to market strategy, regulatory compliance, sales and marketing strategy.
- Developed and launched Kootac's B2C product suite that attracted over 100k customers in over 60 countries, generating 7-figure annual revenues and turned profitable within the first 24 months.
- Acquired UK gambling license and converted the ticket re-selling model to betting model.
- Developed B2B product suite and attracted major gambling industry names as B2B consumers utilizing Kootac's technology, including Lottoland and Cherry Casino.

May 2010 to May 2013: SuperFaktura, Slovakia / Czech Republic / Austria: Co-Founder / Managing Director

- Superfaktura is a Cloud-based SaaS (Software as a Service) bookkeeping application for SME businesses operating in Slovakia, Czech Republic and Austria. Led team of up to 10 staff.
- Grew application to become dominant SaaS product in country, servicing 50k+ businesses.
- Responsibilities included leading the initial product design and development; team composition; and business development.
- Designed, developed and successfully launched the Superfaktura product.
- Successfully executed go-to-market strategy utilizing key technology influencers, facilitating rapid adoption of the application by relevant target group.
- Successful entered into Czech market, becoming top 5 SaaS SME application within 12 months.

April 2007 to January 2011: Hubda.sk, Slovakia: Founder / Manging Director

- Hudba.sk is an online music portal, distributing news from both national and international music scene, distributing tickets to music events and publishing independent authors.
- Developed the website using outsourced development and graphics design teams.
- Led team of 2 in-house journalists with a network of c.30 outsourced content producers.

- Organised promotional activities during popular music festivals. Promoted independent music artists in the country through releases alternative music CD compilations and launched an online ticketing business model and online radio.
- Became 2nd most visited music website in the country reaching profitability within 24 months (advertising and ticket sales).
- Successful negotiated full-stock acquisition and incorporation into major online content group (Zoznam.sk) in year 4.

Relevant Earlier Career

- 10/2001 to 12/2006: Electronic Group, Slovakia: Software Team Leader

Education / Qualifications / Training

- Advanced Diploma in IT Systems Analysis & Design: University of Oxford
- Oxford Blockchain Strategy Programme: University of Oxford

Personal Details

- Location: Gibraltar
- Languages: Slovak/Czech (native), English (fluent), German (basic)
- Skype: marekmahdal
- Website: https://marekmahdal.com
- LinkedIn: https://www.linkedin.com/in/marek-mahdal/

Recommendations

"Marek is an unusual and talented blend of technologist and product architect. His understanding of technology is holistic and connected and immediately useful. A pleasure to work with and a great person to help you connect and succeed with your business, technology and product goals." Julian Jarvis, CEO, Rockchain Ltd

"I have worked with Marek closely for over a year. Marek possesses a rare combination of technical knowledge/precision and commerciality. He is able to distil complex technology solutions, apply and implement against commercial problems and all importantly articulate these for digestion by a corporate board of varying skill sets." Oliver Andlaw, MD, Aquarius Trust/CFO Rockchain