

# KATARINA NOVAK

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## EXECUTIVE SUMMARY

Senior sales leader with 3+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

## CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
Channel Sales	Partner Management	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

## PROFESSIONAL EXPERIENCE

### Account Executive

**RetailMax** | 2021 - Present

- Spearheaded enterprise-wide sales transformation initiatives impacting 1642+ employees
- Delivered \$10M+ in annual revenue growth through strategic channel sales implementations
- Built and led global teams of 21 professionals across 3 countries
- Reduced operational costs by 27% while improving service quality and customer satisfaction

## EDUCATION & CERTIFICATIONS

**MBA** | Sapienza University of Rome | 2018

**Bachelor of Science in Sales Management** | Sapienza University of Rome | 2016

### Professional Certifications:

- SPIN Selling Certified