

WITOLD LOCHOWSKI

Dublin, Ireland

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Customer Success and Key Account Manager

Dynamic and resourceful management professional with more than 15 years of experience in achieving organisational goals through impactful, client-centric, and goal-focused account management service.

— Areas of Expertise —

Key Account Administration | Customer Service & Satisfaction | Business Growth Opportunities
Corporate Client Management | Stakeholder Engagement | Product Positioning & Branding
Consultative Solution Selling | Corporate Relationship Development | ROI Optimisation

— Career Accomplishments —

Surpassed gross profit target of €85M EUR/year; overachieved an annual profit margin of €87M EUR.
Ensured high profit and revenue growth by up and cross-selling at 50% to 75% above industry rates.
Headed the department in in GVC Group that ensured annual sales goals for four consecutive years; exceeded last year's target by 2M EUR by executing a well-thought-out strategy and joint efforts.

Professional Experience

Business River

Dublin, Ireland

Business Account Manager (B2B)

2018 – Present

Develop and comprehend sales funnel steps to rectify customer drop out points for maximum conversion rate. Arrange to sell sponsorships and round tables to B2B market segment with a view of corporate relationship building. Oversee whole sales distributional cycle ranging from prospecting, closure, and fresh leads generation. Schedule business meeting, take meeting notes, and analyse meeting outcomes with respect to sales. Attend corporate meetings, business events, exhibitions, and award ceremonies to network with industry peers to compare performance results with that of industry.

Key Accomplishments:

- **Discovered and captured sales lead across 30 major segments** of the Irish industry that exceeded budgeted sales targets.
- **Persistently targeted 30 to 40 executive level budget holders per day** via cold calling techniques to enhance company's corporate foot print.

MLB Ltd/GVC Group

Dublin, Ireland

Head of Department

2014 – 2018

Ensured consecutive revenue growth by formulating steadfast business strategies and realising active market trends. Analysed and optimised P&L operational working of portfolio consisting of active/inactive major clients. Monitored the merging process of two independent gaming platforms while ensuring promotional offers' optimal utilisations for business progression. Collaborated on a network of daily reports and a sales dashboard containing key data on customer activity. Championed the project of improving communication between two remotely distant customer service departments. Drove talent hunt campaigns, training sessions, and team development meetings to develop competitive teams.

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Key Accomplishments:

- **Established key client department, directed team of 15 account executives** to help managers in accomplishing sales targets as well as in preparing performance reports for regional manager.
- **Attracted new client on CEE region** through development and execution of comprehensive loyalty offer for key players; ensured success and high retention and revenue growth.
- Completed a project aiming towards migration of players between two independent platforms.

MLB Ltd/GVC Group

Dublin, Ireland

Key Account Manager

2008 – 2014

Handled vast network of active and inactive clients through calls, emails, and face to face meetings to acquire and retain customers. Initiated process to contact inactive clients and promote customised offers leading to high customer reactivation. Achieved shared marketing, customer loyalty, and campaign promotional goals by applying successful up and cross-selling to prospects. Built-up a comprehensive loyalty offers for the key players which strongly contributed towards retention and revenue increase.

Key Accomplishments:

- **Administered portfolio of over 400 existing clients** which includes of 20 highly valuable clients.
- **Tripled the monthly net income from the key clients** of the Polish market **from 150k to 500k EUR** monthly net within the time frame of four years.

MLB Ltd

Dublin, Ireland

Customer Service Representative

2007 – 2008

Actively resolved customer problems over the phone, chat, and mail by comprehensively responding queries especially in the area of payment processing. Ensure through facilities of know your customer, compliance, quality control, and service management to pursue company's customer retention vision.

Key Accomplishments:

- **Delivered top-notch client support** while exceeding all key metrics for the department, including number of emails, chats and phone calls handled, customer feedback score.
- **Mentored and coached the new starters** in order to organise workflow of the Polish support unit.

Polkomtel S.A.

Poland

Retail Sales Person

2002 – 2007

Leveraged great communication and negotiation skills to up-sell and cross-sell company products and services while establishing and maintaining customer relationships. Maintained high level of customer satisfaction by establishing dynamic, long-lasting working relationships.

Key Accomplishments:

- **Achieved weekly sales targets on constant basis**, including signing minimum 20 new deals/contracts per week and renewing minimum 30 contracts a week.
- Interfaced with clients and **established positive relationship with clients** in managing the accounts.

Education and Credentials

Full Stack Software Development - Level 5 Diploma - Code Institute

Master of Science in Biology, Adam Mickiewicz University – Poznan, Poland

Technical Proficiency: Microsoft Office, Salesforce, Databases, CRM Systems