

PERSONAL INFORMATION

Ing. Martin Krátký

CRM and sales campaign manager with strong analytical background
Data driven & Goal oriented person

-  Prague (Czech Republic)
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Date of birth: 9/11/1984



WORK EXPERIENCE

03/2017–Present

Head of Cards CRM

Home Credit Czech Republic and Slovakia, Brno (Czech Republic)

Managing team responsible for Credit Cards portfolio management on Czech and Slovak market

Main responsibilities:

- Credit Cards cross-sell
 - Onboarding strategy management
 - Customer lifetime campaigns management
 - Installments/Insurance products cross-sell & up-sell
 - Credit line management
 - Cards transfer strategy development
 - Loyalty program promotion
 - Retention
- ✓ Review of Cards cross-sell process & introduce of new cross-sell sources to increase YoY cross-sell rate for new customers by 16% at 6 MOB
 - ✓ Fine tuning of Onboarding process and launch of new segmented campaigns to increase YoY revenue per one customer for 6%
 - ✓ Launch of new (event-trigger) instalments cross-sell campaigns to 3 times results increase in 6 months

03/2016–02/2017

Cards Portfolio Sales & Reporting Manager (CRM)

Raiffeisenbank a. s., Prague (Czech Republic)

- Managing cross-sell activities for Credit Cards holders via external telesales call-centres
 - Instalments and insurance products and other services to increase CLV
 - Campaigns planning, leads generating, evaluation and strategy optimization
 - P&L calculations to setup new incentives schemes
 - Management partnership with external courier services company delivering bank products to the customers
- ✓ 3 key cross-sell products / processes launch for Credit Cards holders via telesales
 - ✓ Insurance cross-sell launch via external courier services company
 - ✓ Development of new reporting for sales management & control

05/2013–02/2016

Cards Portfolio Sales Manager (CRM)

Citibank Europe plc., Prague (Czech Republic)

- Management of Portfolio cross-sell activities - Instalments, Insurance and other complementary products & services - across all channels
- Management of external sales teams that perform portfolio cross-sell (capacities planning and KPI's evaluation)
- Development of new products and campaigns to drive customer profitability
- Manage Automatic EPP from product management, financial and operational point of view
- Monitor and track performance of all cross-sell products, identify issues and opportunities, implement initiatives to drive improved performance.
- Development and management of incentive schemes and commissions to drive optimal performance of outbound and inbound sales channels
- Cross-sell campaigns preparation / execution / analysis

- Building CRM strategy to utilize customer base most effectively
- Portfolio analysis, P&L calculations and business planning
- ✓ Moving of CRM leads generating process to Next Best Action model to ensure revenue maximization of existing customers portfolio
- ✓ Increase outbound telemarketing Installment products cross-sell volume by 60% YoY by introducing new compensation scheme and leads allocation

01/2012–04/2013

Senior Campaign Analyst

Citibank Europe plc., Prague (Czech Republic)

- Member of Czech CRM & Campaign Management team in Central Europe Decision Management Structure
- Management of local analytical team
- Sales and marketing campaigns support and data management
- Building strategy to target customers with the most suitable offers
- Customers segmentation
- Campaigns evaluations / analyses / reporting
- Implementation of new business strategies
- CRM system management

09/2010–12/2011

Campaign Management Specialist

Citibank Europe plc., Prague (Czech Republic)

- Data preparations and analysis for cross-sell campaigns
- Implementation of credit risk and business criteria to identify of customer's eligibility for campaigns
- Development and maintenance of regular Business reports

09/2009–08/2010

MIS / Business Intelligence Analyst

Citibank Europe plc., Prague (Czech Republic)

- Data analysis for cross-sell campaigns

EDUCATION

09/2004–06/2009

Master's Degree, Business Management & Informatics

Silesian University in Opava, School of Business Administration

Business Management, Informatics, Marketing, and Related Support Services

PERSONAL SKILLS

Languages

Native Czech speaker

Proficient in spoken and written English

Skills

CRM & Portfolio management

Credit Cards, Cross Selling, Campaign Management, Segmentation

Campaign Creation & Execution, Reporting & Analysis,

Direct Marketing, Telesales, Account Management,

Product Development & Management, Project Management,

P&L Modelling, Results presentations,

Business Intelligence, Campaign Optimization, Data Mining, SQL,

Relationship Management, Goal oriented, Self-motivated

INTERESTS

Triathlon Training, Trail Running, Family, Self-education, Investments



Please check my LinkedIn profile for more information and references.