

PHDR. ZUZANA BURMAKINOVÁ

Senior Consultant | Project manager | Debt Collection Strategies, Fintech innovations, Operations management



ABOUT ME

I am passionate about fintech and technology innovations, and I have led and supported multiple initiatives to implement and optimize cost-effective and impactful technology systems across the group. I am a dynamic, creative, and results driven leader with excellent interpersonal, presentation skills and the ability to think out of the box and act under pressure.

EXPERIENCE

November 2012 – Present
Europe

Consultancy & Project Management services | Senior Consultant

Financial advisory, M&A, PL, SPL, NPL & distressed assets, Asset backed securities, Investment opportunities sourcing, Money recovery process & debt collection strategies, Lead generation, B2B & B2C financial products & communication strategies, Business process roadmaps & processes optimization, Fintech & technology innovations

August 2015 – February 2020

APS Holding S.A. | Prague, Czech Republic

Business Systems Director | May 2016 – Feb 2020

Provide innovative vision, strategy & leadership in areas of tech. use, planning, development & support for bus. divisions, Establish strategic direction as well as tech. expertise in new tech. evaluations, Provide overall strategic & operational leadership of information management & tech. for BS, including planning, development, evaluation & coordination of all related initiatives, Oversee the creation of a detailed tech. road map, identify investment costs & implementation plan, Lead business process mapping to identify the business drivers for theselection of tech. solutions, Collaborate with decision makers across group

APS Holding S.A. | Prague, Czech Republic

CEE Regional Manager, Member of BoD | Jan 2018 – Dec 2019

Responsible for the strategic leadership and management of CEE region, Ensure the efficient operations of CEE region and develop and implement strategic long-range plans that promote APS group vision and mission, Oversee the core functions of CEE region, including strategic planning, annual budgeting in line with group strategic development plans, Provide leadership for regional division, including continuous professional development, coaching, mentoring and supervision of staff, Review and analyze performance and suggest improvement plans to Country Managers, Provide strategic data and insights to support business innovation & mid / long-term planning, Responsible for providing specific input into business performance & initiatives status discussions to Stakeholders, Implement policies and procedures for efficient operations of the regional division in line with holding ones, Coordinate cross divisional collaboration to ensure that organizational policies and procedures and high-quality tools and resources are in place for implementation of core strategies, Engage in and manage reporting, initiatives tracking and data analyses same as a number of strategic projects and initiatives aligned to the overall objectives of business plan for region and countries within

CONTACT DETAILS

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PROJECTS BUSINESS CASES

MALLPAY

Project Manager for MallPay carve out from Mall Group during transaction Allegro acquired Mall Group and MallPay wasn't part of deal

TIENS

Country Super vision role for TIENS and responsible for the strategic leadership and management, digitalization, business innovation lead

ASTORY.TECH

Authorized collaborator of ASTORY representation of ASTORY in CCE region, point of contact for it the CEE region

RIGHT POWER

RIGHT POWER – CRM implementation within digitalization project

LAUB ADVISORS AG

NPL portfollos acquisition on behalf of Laub Capital Investment Group

EDUCATION

PhDr. of International
Relations and diplomacy
Matej Bel University
Banska Bystrica, Slovakia
2002 – 2004

Master of International
Relations & diplomacy
Matej Bel University
Banska Bystrica, Slovakia
1999 – 2002

Bachelor of Political sciences
& International Affairs
MGIMO, Moscow, Russia
Jan 2000 – June 2001

CERTIFICATIONS

Examination Pursuant to
Capital Market Enterprising
Act 256/2024 Coll.
Prague, Czech Republic
Jan 2021

CCA on professional
qualifications for the
distribution of consumer
credit, scope of
professional expertise I & III
Prague, Czech Republic
Dec 2021

Certificate of International
studies & diplomacy
MGIMO, Moscow, Russia
June 2001

APS Holding S.A. | Prague, Czech Republic Recovery & Sales Director | Aug 2015 – Dec 2017

Directly supervising the work of the Recovery Managers and the Sales Managers per each country, Participating on portfolio valuations and acquisitions, Develop business by introducing servicing in other countries, Responsible for relevant local budgets and portfolio performance; Improving collection techniques, keeping track of collections in all countries, Understanding the markets, active in client relations, new products / business lines, and sales channels, IT division supervision, implementation of IT projects connected with operational and business needs

February 2013 – June 2015 M.B.A. EMPIRE LTD | Prague, Czech Republic, Smolensk, Russia Chief Operating Officer | July 2014 – June 2015

Manage and coordinate all internal operations in accordance with company policies, goals, and objectives, Lead and coordinate following business units: Operations, Human Resources, Information Systems, Traffic, New Business Coordination, Company Promotion and Communication, Assist CEO in development of company policies and goals that cover operations, personnel, financial performance and growth of the functions & business units within the company, Manage internal operations in order to achieve budgeted results and other financial indicators and maintain constant investments into the company, Manage internal operations in order to achieve budgeted results and other financial indicators and maintain constant investments into the company, Participate in the development and preparation of short-term/ long-term plans and budgets based on the overall targets and objectives for CEO approval, Manage development and application of procedures and controls, to promote communication and adequate information flow, and thereby solidify management control and direction of the enterprise, Develops and establish operations policies consistence in line with the objectives given by CEO & group; ensure their adequate execution. Regular and systematical evaluation and appraisal of overall operations results, report these results to the CEO, Ensures all activities and operations are performed in compliance with local, state, and federal regulations and laws related to business operations, Develops and maintain an organizational structure, establish policies to ensure adequate management development and right people assignment to the right positions, Manage development and establishment of adequate and equitable personnel policies within the company, setting-up fair bonus system and employees' benefits realization. Makes sure that interests and rights of employees are respected and protected

M.B.A. EMPIRE LTD | Prague, Czech Republic, Kyiv, Ukraine Chief Sales Officer | Feb 2013 – July 2014

Develops sales and marketing strategies to increase sales and awareness domestically and internationally, Consult with Senior Leadership Team in order to implement the sales and marketing strategies, Develops programs with quantifiable objectives to measures sales and marketing results, Implement and manage marketing budgets, Performs cost and risk mitigation, Develops segmentation, competitive analysis/market intelligence, prospecting, product and market development, pricing, communications and budgets, sales force effectiveness, strategic planning, Oversees the development of new products and creating product development road maps, Develops and measure key metrics around the business, including customer acquisition, conversion rates, engagement rates, satisfaction and retention rates, Lead, develop and coach sales and pre-sales departments to ensure a cohesive team aligned with the company interest, Perform other duties as assigned

September 2008 – November 2012 Profireal Group | Prague, Pardubice, Czech Republic Head of Sales Department, PROFI CREDIT | Jan 2012 – Nov 2012

Preparation of annual, commercial plan of the Department, Overall responsibility for the implementation of business plans and strategic goals, Preparation of the annual cost plan of Sales Department and sales network, Responsibility for the implementation of expenditure plan of commercial department and network fulfillment plan of distribution index Member of the project team – participating in projects within the financial group "Profireal" (unification of commercial networks in the framework of a Smart & Profi strategy, restructure of the sales network, the process of effective recruitment, development of alternative distribution Network 2 – on-line, media sales, project of financing of small and medium enterprises), HR Policy of department, Internal Audit of Department and the sales network, Analytical work to improve results, Responsible for the administrative work of the department;

SKILLS

- CREATIVITY
- NEGOTIATION
- RESULT ORIENTATION
- CRITICAL-THINKING SKILLS
- PROBLEM-SOLVING SKILLS
- STRATEGIC PLANNING
- LEADERSHIP
- TEAM MANAGEMNET INCL. REMOTE
- COACHING & TRAINING
- MANAGEMENT CONSULTING
- PROJECT MANAGEMENT
- INTERNATIONAL BUSINESS
- BUSINESS ANALYSIS
- DATA & PROCESS ANALITICS
- PROCESS MAPPING
- BUSINESS PROCESS IMPROVEMENT
- BUSINESS PROCESS MANAGEMENT
- BUSINESS PLANNING
- PERFORMANCE MANAGEMENT
- RISK MANAGEMENT
- CRM
- PROGRAMM MANAGEMENT
- VENDOR MANAGEMENT
- IMPLEMENTATION EXPERIENCE
- SAAS
- DIGITAL MARKETING
- FINANCIAL PRODUCTS
- RECOVERY PROCES & STRATEGIES
- PORTFOLIO MANAGEMENT
- CUSTOMER JOURNEY
- START UP PROJECTS
- START UP ORGANISATION
- RESTRUCTURE PROJECTS
- RESTRUCTURE ORGANIZATION

LANGUAGES

English - C2

German - C2

Russian - C2

Profireal Group | Bratislava, Slovakia

Deputy Head of Sales Department, PROFI CREDIT | Sep 2008 - Dec 2011

Preparation of annual, commercial plan of the Department, Preparation of the annual of expenditure plan of commercial department and sales network, Member of the project team - participating in the project (the sales process and effective operation of commercial networks, restructure of the sales network, the process of recruitment, creating an alternative distribution network, Internal Audit of Department and the sales network, Analytical work to improve results, Responsible for the administrative work of department;

April 2007 - February 2009

Individual Entrepreneur | Zilina, Bratislava, Slovakia
Trainer, Coach & MKT manager | Apr 2007 - Feb 2009

Business Coach & Sales Coatching, Lecturer of educational programs for sales & MKT specialist, Social & Marketing Research Specialist upon request

May 2005 - March 2007

"OOO" Petrokompakt | St. Petersburg, Russia
International Marketing Project Manager | May 2005 - Mar 2007

Social and Marketing Research on request, Creation of PR strategy, Creation of brand strategy, Destructuralization of the commercial departments on request, increase their effectiveness, The implementation of social and marketing research, public researches and brand awarness strategies, Organization of events, business trainings

September 2004 - April 2005

"OOO" MARKO* | St. Petersburg, Russia
International Marketing Project Manager | Sep 2004 - Apr 2005

Social and Marketing Research on request, Creation of PR strategy, Creation of brand strategy, Destructuralization of the commercial departments on request, increase their effectiveness, The implementation of social and marketing research, public researches and brand awarness strategies, Organization of events, business trainings

* "OOO" MARKO represented Russian Marketing Association in Leningrad region