

KRISZTIÁN RÁCZ

Strategic Leader | Growth Specialist | Bulletproof-system Builder

www.krisztianracz.eu

Let's create success together!

I bring an ownership mentality to every role, focusing on sustainable success, aligning with your company's vision. By combining strategic insight with hands-on execution, I ensure that challenges are met with innovative solutions, and opportunities are maximized.

Looking for a leader who can deliver results? With over 15 years of experience, I specialize in driving measurable growth, streamlining operations, and building high-performing teams.

My track record includes boosting market expansion, implementing cutting-edge technologies, and creating systems that enhance efficiency and profitability

#VisionInAction	#ResilientStrategist	#EmpowerThroughTrust	#ClearAndConvincing
#HandsOnLeadership	#InnovatorInStructure	#EngineerOfProcesses	#ResultsWithIntegrity
#PassionForPrecision	#SolutionsThatStick	#ForwardMomentum	#AdaptToThrive
#MentorByHeart	#DecisionWithPurpose	#ListeningToLead	#TransformWithTalent

EXPERIENCE

Production- and Sales Manager (COO)

Gaálhab Kft.
2024 –

- Developed and implemented a comprehensive **marketing strategy** for the company's first own product line of reclining furniture, through a robust reseller network.
- Planned and organized the **low-volume production** for the product line, optimizing factory staffing levels to enhance efficiency.
- Increased factory capacity** by 30% through strategic lateral workforce adjustments.
- Led **branding and market positioning** efforts, including coordinating the company's website and social media presence to strengthen brand visibility

Strategic and Management Leader (CEO)

IMEX International Kft.
2022 – 2024

- Strategically developed the company's finance, sales, and operations departments, achieving a 25% **annual cost optimization**.
- Successfully implemented CRM and ERP (Microsoft Dynamics) systems, establishing a **transparent and streamlined corporate structure**.
- Oversaw **recruitment and HR** management across all levels, from C-suite to entry-level roles, with full exercise of employer authority.

Technology Leader

Bevisz-Duo Kft.

2021 – 2022

- Reviewed and modernized **technology** team and **production processes** to **enhance efficiency** and alignment with industry standards.
- **Ensured strict regulatory compliance** in the manufacturing of RTG medical products and railway vehicles.
- **Projectmanagement**, acting as a technical and commercial liaison between suppliers and customers to drive successful outcomes.

Expansion Manager

EasyBox Sameday Ltd. (eMAG/eDigital)

2020 – 2021

- Developed and implemented an **expansion and go-to market strategy** for the newly established company, targeting new market acquisition, creating a strong foundation for the company's growth in the highly competitive parcel vending industry.
- Organized and led successful, **results-driven negotiations** with senior executives from domestic and multinational corporations, resulting to 300 active lockers in 3 months, including fully functional logistic and backoffice.

Sales Manager

Bott Hungária Kft.

2010 – 2020

- **Sales Strategy and Team Building:** Established and developed a sales organization of 11 members, achieving a 5X increase in revenue. In addition to team building and mentorship, I was responsible for set KPI standards, bringing premium products to market and expanding market coverage in Hungary. Also responsible for building well performing campaigns (online/offline)
- **Eastern European Market Expansion:** Created a new and effective sales and B2B partner network in Romania, Croatia, Serbia, and Bulgaria, leading to fulfil the stable business growth strategy.
- **Innovative CRM and Sales Strategies:** Implemented a multi-phase rollout and customization of CRM systems (SAP), reached a 30% improvement in sales efficiency, a 70% enhancement in customer experience, and a 65% increase in average basket value.
- **Product Development:** Coordinated the market introduction of a complete model renewal for a product group that generates 70% of revenue with focus on budget planning and execution, focusing on industrial storage technology, at the field of in-vehicle, and workshop equipment.

GRADUATION

Economics, Business Administrations

University of Debrecen

2009

Mechanical Engineer

University of Óbuda, Donát Bánki Engineering Faculty

2016 - Absolved without degree

SKILLS & CAPABILITIES

- **LEAN / 6-Sigma / Kaizen Intermediate level** (Quality and Efficiency Management)
- **LLM/AI prompting, SQL and Python basics** (Data-driven decisions)
- **CRM systems:** SAP, Salesforce, Oracle, ADITO – Advanced level
- **English** – Fluent, **German** – Conversational
- **CAD-CAM systems:** Inventor, SolidWorks, Katia, Jetcam

What I Bring: A versatile blend of expertise in sales, management, pricing, and marketing psychology, enriched by insights into Web3, crypto, DeFi, and NFTs. Passionate about innovation, including AI and social marketing, while staying grounded in traditional values and ethics. Enthusiastic about Linux and always eager to explore trends shaping the future