

## Curriculum Vitae

### Šárka Kubcová

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Born 7.11.1979  
Czech nationality, single, no children  
University degree, Swiss working permission EU/EFTA B



### Profile

- Passionate leader with an analytical mindset and with a high degree of empathy, skilled in business development and marketing
- Dynamic woman who loves to support the others, doesn't hesitate to fight for her team and uses her own initiative, negotiation skills and creativity to reach win-win situation. Humble person happy to serve or help others to develop
- Multilingual expert with an international background and organizational talent, able to ask the right questions to analyse a situation and adapt company strategy accordingly

### Key competencies

- Ability to achieve sustainable, collaborative & trustful relationships across management levels
- Leadership and team motivation
- Analytical thinking and effective time management
- Strong negotiation and organisational skills
- Fluent and effective communication in 4 languages
- Familiar with work in a multicultural environment with team members based worldwide

### Career summary

#### **Strategic Marketing Manager, Schrembs Solutions, Kreuzlingen, Switzerland**

2016 –

*Young, dynamic start-up set up in 2015*

- Supporting the company in marketing planning and business strategy development on the project basis



#### **Strategic Marketing, Saint Gobain/Swisspacer, Kreuzlingen, Switzerland**

2014 – 2015

*French concern Saint-Gobain with headquarters in Paris is the worldwide leader in the habitat and construction market. 190'000 employees, 66 countries, €38.3 billion turnover (2014).*

Areas of responsibility:

- Analysis of International Markets, Products and Competition
- Establishment & implementation of strategy for efficient business growth
- Planning, distribution and controlling of marketing budget for all countries where Swisspacer operates
- Business controlling

Achievements:

- Defined strategy against the biggest competitors in the field in 2015
- Established effective communication strategy resulting in maintaining current market share despite of heavy competition on the cost base



#### **Marketing Manager/CEO Assistant, Saint Gobain/PAM, Prague, Czech Republic**

2012 – 2014

Areas of responsibility:

- Analysis of marketing strategy efficiency
- Definition of marketing strategy & yearly targets
- Overall organization of events and exhibitions
- Responsible for company's corporate identity
- Publication of tenders and selection of most suitable suppliers
- Line Manager to Front Office department
- Administrative support to CEO

Achievements:

- Maintained 70% market share, averted bigger loss to tough competition from the Near East
- Designed educational, highly professional trainings, events and conferences to strengthen mutual relationships resulting in an enlargement business partners' portfolio of 23% and building up loyal, collaborative customer base.



**Business Development Manager, British Council Prague, Czech Republic**

*British Council is an NGO operating in the field of cultural relations, founded in 1934, with 7000 employees, 200 offices in 100 countries.*

Areas of responsibility:

- Establishment of overall business strategy
- Planning, efficient & effective management of tight marketing budget
- Organization of conferences (approx. 3000 people), international fairs and events
- Training of sales representatives and new English teachers

Achievements:

- Increased sponsors & partners base, built trustful relationships with stakeholders
- 30% growth in IELTS exam business  
*(Cambridge IELTS exam assesses the English language proficiency of people who want to study or work where English is used as the language of communication)*
- Established 2 new examination centres
- Launched 2 new loyalty programmes
- Built successful team of 14 people from scratch in less than 2.5 years

**L&D Consultant & Trainer, Circle Education, Prague, Czech Republic**

2008 – 2009

**Project Management Officer, Czech Saving Bank, Prague, Czech Republic**

2004 – 2006

- Led daily Focus group meetings
- Back office support to Project Management Team
- Regular presentations at Steering Committee
- Familiarisation with bank environment and frequent issues that need to be solved

**Outdoor activities Instructor and Supervisor Ski & Snowboard Teacher  
Switzerland, Austria, France, Italy**

2003 – 2012

**Professional development**

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- Certificate in Sales Representatives Training (by Saint Gobain)
- Certified trainer in Experimental Education (by Outward Bound)
- Mensa IQ test of 136 points on Stanford-Binet scale
- Cambridge Advanced English Exam (CAE)
- Licensed Ski & Snowboard teacher

**Education**

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**Certificate in Advanced Studies (CAS), University of St. Gallen (ES – HSG), Switzerland**

2016 – 2017

Diploma thesis: Future forms of Leadership

Graduation project: Swiss Market Strategy Proposal for Credit Suisse

**Bachelor degree in Social Science, Charles University, Prague**

2002 – 2007

Bachelor thesis in Psychology: Behavioural Patterns of University Students

**Bachelor degree in Marketing & Economy,  
Higher Professional School of Information Services, Prague**

2000 – 2004

Bachelor thesis in Marketing: Launching the private brand

**Languages**

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- Fluent in English, German, French, Czech
- Basics in Russian

**Areas of interest**

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- Adrenaline sports freak (big walls climber, wild water rider, etc.) magically attracted to the situations out of my comfort zone
- Passionate traveller – Certified Tourist Guide for Prague, Czech Republic and central Europe, certified Trip Advisor and Lonely Planet contributor

