



MICHAEL BIST

Proven sales leader and change manager with international management experience in multinational, consultancy and startup

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SUMMARY

Sales Excellence | Global Key Account Management | Prospecting Funnels | International C-level Negotiations | Process Improvement & Change Management | Entrepreneurship

Core soft skills: Building lasting trust and loyalty in customers and teams | Combining creativity and analytical thinking | Finding solutions to complex problems | Communicating openly and directly | Being crisis resistant

START-UP MANAGEMENT

CEO & Co-Founder | Szuperfood | Budapest, Hungary | May 2020 to August 2020

- Rapidly implemented a functioning health food delivery startup with contracted chef and kitchen
- Profitably developed a distribution network through paid food tasting and nutrition expert / gym partnerships
- Abandoned project due to necessary grey zone tax practices to make offer profitable in the Hungarian market

CEO & Founder | The Tailor Network GmbH | Budapest, Hungary | Feb 2018 till present

- Social impact tailor made clothing business with virtual factory comprising of independent tailors
- Built company without industry knowledge and connections | Raised 150k from angels and VC
- Developed highly effective B2B prospecting funnel | Acquired events at sought after partners like BlackRock (HU), Morgan Stanley (HU), and Falcon Private Bank (CH) amongst others
- Event pipeline included EY (CH), UBS (CH), KPMG (HU), when COVID-19 ended all in-house events
- Introduced new wedding channel and online streetwear brand SONDER.fashion to counter COVID impact
- Investor stopped support in November 2021 based on COVID outlook

CEO & Co-Founder | [artist-cosmos](http://artist-cosmos.com) GmbH | Budapest, Hungary | Jun 2015 till present

- Online art market for unique and affordable art
- Created innovative new art sales experience and user interface | Acquired international artist base
- Automated processes to focus on The Tailor Network in 2018

CMO ad interim | GenioStudio Ltd. | Budapest, Hungary | Jan 2015 – May 2015

- Company under pressure from investor due to unclear road to market and slow development
- Transformed company into a project driven organization | Reduced product development time to 40 days
- Implemented new marketing processes | Launched new product with clear road to market and monetization
- Declined investor offer to join company as vested co-founder | Left company to pursue own startup ideas

INTERNATIONAL SENIOR MANAGEMENT

Head Global Key Accounts and Sales Excellence | Franke Kitchen Systems AG, Kitchen division of Franke AG | Aarburg, Switzerland | Aug 2013 to Dec 2014

- Transformed global KAM from margin drain into a central negotiation power by canceling and re-negotiating global framework agreements
- Closed IKEA as single largest customer with 10m EUR contract
- Introduced new customer research and data based sales processes, resulting in 1.5% margin increase
- Led cross functional team to develop and standardize detailed sales data analysis
- Managed introduction of new global CRM system and led re-design of local processes
- Left to pursue startup vision

Head of Internal Audit | Franke Management AG | Aarburg, Switzerland | Jul 2011 to Jul 2013

- Transformed an internal audit team into an improvement / client-focused in-house consultancy
- Managed company improvement projects across all functions with own team, functional experts and local teams in over 20 countries on 5 continents with 10x multiple on team costs in confirmed improvements
- Introduced LEAN and process mapping techniques into the team toolbox
- Managed software integration pilot for the two largest divisions in Asia as business lead

TURNAROUND CONSULTING

Senior Internal Auditor | Franke Management AG | Aarburg, Switzerland | Nov 2009 to Jun 2011

- Introduced new solution-based reporting | Introduced new pre-assignment business data analysis
- Introduced market strategy, product portfolio and sales process reviews
- Developed restructuring plan for a Spanish subsidiary based on new, innovative market offering | Was proposed as interim CEO by Group CEO, but the board opted for a promotion to Head of Internal Audit

Senior Consultant | mbb consult GmbH | Düsseldorf, Germany | Nov 2007 to Oct 2009

- Co-developed two new consulting products (sales restructuring and net working capital management)
- Conducted projects focused on strategic re-positioning, sales development and working capital optimization
- Led successful company in distress sale
- Was proposed twice as CRO by clients, but rejected by banks for being too young | Accepted new challenge in Switzerland over offer of promotion to Project Manager after being headhunted

START-UP / BUSINESS DEVELOPMENT MANAGEMENT

Business Development Manager | HeadsUpDesign Inc. | Budapest, Hungary | Jul 2006 to Oct 2007

- Re-organized company | Introduced new product development process | Changed sourcing strategy
- Introduced company to promotional gift market | Acquired large key accounts, adding 40% in revenue | Changed pricing structure from margin to ROI and cycle time focus to better fit company's financial needs
- Rejected offer for 50% ownership due to limited growth plan | Left for consultancy career

Intern | HeadsUpDesign Inc. | Budapest, Hungary | Apr 2006 to Jun 2006

AUDITING AND TAX CONSULTING

Audit Assistant | Treuhandpartner GmbH | Krefeld, Germany | Sep 2002 to May 2004 (project based)

Audit Senior | MRI Moores Rowland | London, Great Britain | Mar 2002 to Aug 2002 (6 month contract)

- Youngest member of the audit staff at 24 years old | Audited companies first alone, later as lead of small teams | Rejected offer for permanent employment to pursue university studies

Apprentice Tax Consultant | Treuhandpartner GmbH | Krefeld, Germany | Aug 1999 to Jan 2002

EDUCATION

LEAN Green Belt | FLOW Academy (Franke Inhouse) | Aarburg, Switzerland | 2012

MBA | Central European University (CEU) | Budapest, Hungary | 1 year program 2004 to 2005

Diplom-Kaufmann | Technical University Bergakademie | Freiberg, Germany | Oct 2002 to Dec 2006

Apprentice Tax Consultant | Berufskolleg Kaufmannsschule | Krefeld, Germany | Aug 1999 to Jan 2002

PERSONAL

Family | Engaged | Divorced father of 6 year old daughter

Sports | Stand Up Paddling | Hiking | Biking | Kick Scooter | Swimming | Playground with my daughter

Arts | Arts and antique collector | Opera

Fashion | Design my own suits and streetwear clothes