

# Patrik Pejsar

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## WORK EXPERIENCE

### **2021 - present**

*Sabbatical for Art study at the Conservatory of Jaroslav Ježek in Prague*

### **2017 - 2021**

*Eyelevel EMEA, Prague - New business development Director, Design innovation ambassador, member of broader leadership team*

#### **- Business Development strategy and implementation for EMEA**

- managing of new business pipeline for EMEA region, identification of new opportunities,
- managing new client acquisition from initial contacts through tender management to implementation (Ikea, Puma, Cybex, Movado, Bodyshop, Jaguar Land Rover)
- developing and facilitating process for account planning for existing clients, identifying key opportunities for cross-sale and geographical, or functional growth
- preparing supporting materials for key client engagements and tenders
- management of sustainability initiatives across the entire group (Social responsibility targets, Lifecycle assessment studies)

#### **- Design Thinking toolbox - deployment in EMEA**

- co-developing Design Thinking methodology tailored to Eyelevel's needs (Eyelevel method)
- training and coaching nearly 100 employees (on site and on-line during Covid)
- facilitating or co-facilitating joint innovation projects with clients (Unilever, Adidas, Skoda auto, TOP4Running, etc)

### **2013 - 2017**

*Thyssen Sonneberg Recycling Czech rep. - Account Director for recycling and sustainability solutions*

- managing key client relationships in an industry with high transaction frequency and a limited number of sizable business partners (35 M EURO / year turnover with my clients)
- growing the business with key clients, new client acquisitions
- managing small team of traders

### **2011 - 2012**

*Ogilvy Action, Japan - British American Tobacco team, Trade marketing Manager*

- developing and implementing of trade marketing strategy for key client British American Tobacco
- integration of marketing plans, account specific strategies, loyalty programs and new product activations in the market

## **1992 - 2012**

*Unilever, Czech republic, China, regional center in London - Trade marketing manager, regional consultant, sales manager*

- Several trade marketing functions focussed on growing client relationships, achieving sales targets, category management projects, launching new products, preparing marketing materials for account teams

## **Education, languages and IT skills**

- Corporate training (in leadership, marketing, trade marketing, design thinking, negotiation, new business development, etc)
- Technical school in Czech republic
- Art history (literature, drama, film, music), philosophy, poetics
- Czech (native)
- English (fully operational)
- Japanese (starting)
- MS office
- Mural - Project collaboration tool
- social platforms - content management (www, Instagram, podcast, LinkedIn)