

BALOGH Zoltán

Curriculum Vitae

since 1996 Owner and general director of Velvet Hammer Branding (Budapest, Hungary) developing brand strategies, implementation management and consulting
General management tasks

Major customers:

FMCG industry

ongoing **SALINEN AG** – (Salt mining and production, Ebensee, Austria annual turnover:
since 2009 EUR 110 million),

Develop international brand strategy for new FMCG products.

Prepare brand implementation strategies for CEE market places.

Design brand identity for new international FMCG brands.

Re-brand and re-design local brand identities for all market places.

Work with the top management, country managers and local sales managers.

from 2003 **MTKI – Hungarian Dairy Research Institute** (Mosonmagyaróvár, Hungary
to 2012 annual turnover: EUR 5 million)

Manage quantitative and qualitative market researches for new food supplement product line.

Develop brand strategy and brand identity.

Design product identities.

Consult on sales strategy and sales channel management.

Prepare communication strategy for product line launching.

Manage and execute advertising campaigns.

Follow up on market developments on home and international markets.

Biggest achievement: after 15 month of market entrance, the product reached the 2nd best sales value amongst the competition.

from 1996 **Mátratej** (Dairy company, Gyöngyös, Hungary, annual turnover:
to 2000 EUR 29,6 million)

Working with top management as marketing manager of the company.

Represent the company and work together with its partners on presentations, meetings and negotiations.

Analyze market information and industry developments.

Prepare proposals for the management concerning strategic branding and marketing decisions, such as product development – branding strategy, marketing communications, promotions and merchandising.

Develop concepts for new products.

Complete branding and product development projects.

Design product identity such as brands, packages.

Prepare trade and consumer communication plans.

Manage and execute advertising campaigns.

Prepare and manage promotions targeting both trade and consumer.

Biggest achievement: product identity design and positioning project established strong brand awareness and increased fresh milk sales by 17 folds within 3 years

- from 1996 to 1999 **Olympos-Top** (Juice producer, Nyárlőrinc, Hungary, annual turnover: EUR 14,3 million)
Consult on brand development for new products, strategic marketing, marketing communications, promotions and merchandising.
Develop concepts and brands for new products.
Complete product development projects: brand and package design.
Prepare trade and consumer communication plans.
Manage and execute advertising campaigns.
Prepare and manage promotions targeting both trade and consumers.
Design and produce promotional and advertising materials for export markets, such as Russia, Czech Republic, Slovakia.
Follow up on local and international developments in the industry.
Biggest achievement: Portion pack product line identity design and launching campaign, gained 23% market share in six month.
- since 2011 **Service industry**
Quality Logistic Management (Full scale warehouse management system planning, implementing and maintaining, Biatorbágy, Hungary, annual turnover: EUR: 5,6 million) ongoing
Develop brand strategy and implementation plan.
Consult on the internal implementation process: presentations, trainings, consulting.
Managing internal and external remake of company communication tools: corporate ID system, corporate brochure, advertising tools, trade show tools, etc.
Participate with organizational development partner.
Work with owners, top and middle management, partners and vendors.
Biggest achievement: based on the new business model developed within the branding strategy, QLM was able to perform double digit growth for the last three (2011 to 2013) consecutive years.
- from 2010 to 2012 **MagNet Community Bank** (The First Hungarian community/ethical bank, Budapest, Hungary, total assets in 2012: EUR 276 million) 2010-2012
Develop brand strategy and plan implementation process from the top management to branch colleagues.
Consult top management on internal implementation.
Biggest achievement: establish the bank's original positioning on the market place as it is the first Hungarian community/ethical bank.

- from 2007 to 2011 **AVIA Magyarország** (Fuel station chain brand, Budapest, Hungary, annual turnover: EUR 74 million)
Develop brand strategy and plan implementation process.
Consult top management on internal implementation and external communication.
Introduce the new brand strategy and implementation plan to the management of AVIA International and the Hungarian member companies' owners and managers.
Design and manage consumer promotions for the AVIA brand.
Biggest achievement: 2007 the chain had 17 member fuel stations in Hungary, two years later 87 fuel station was operating under the AVIA brand.
- from 1995 to 1999 **Mayer Toyota** (Toyota car dealership, Budapest, Hungary, annual turnover: EUR 8,8 million)
Develop brand strategy and design new brand: naming, logo design and slogan.
Design corporate ID system including internal communication dos and don'ts.
Organize internal trainings for the staff.
Consult on strategic marketing planning.
Prepare campaign plans, design and manage advertising campaigns.
Biggest achievement: get Mayer Toyota from 34th biggest Hungarian Toyota dealer to become the 2nd largest within 4 years: the dealership sold 64 cars in 1995 and 612 in 1999.
- Manufacturing Industry:**
- from 1999 to 2002 **ELOPAK Trading** (food packaging company, Zurich, Switzerland, annual turnover: EUR 565 million)
Prepare strategy for marketing communication campaign to stop losing market share due to competitors marketing activity.
Develop integrated communication concept and action plan.
Advertising: create, design and test creative concept for advertising.
Prepare media plan, purchase media.
Coordinate production.
Public relations: prepare and execute PR plan.
Organize press conference, press releases and interviews.
Follow up media activities and ongoing communication with journalists as assigned spokesperson.
Defend competition attacks by asking public media's judgment.
Lobbying: secure authority participation to back up advertising and PR messages.
Defend competition attacks by asking authorities judgment.
Secure food law amendment to protect company interest.
Propose and negotiate measures concerning effects on the dairy industry after joining the EU with government and association bodies.
Organize VIP trip to Innsbruck Austria for representatives from all stakeholders.
Reinforce client position by presentations of top managers of Tirolmilch and Agrarmarkt Austria.

Monitor, analyze and report on developments.
Product development for ELOPAK customers.
Design packages.
Prepare presentation materials.
Biggest achievement: stop competing Tetrapak negative marketing campaign with a fragment of their budget.

from 1999 to 2004 **DENSO Manufacturing Hungary** (automotive parts company, Székesfehérvár, Hungary, annual turnover: EUR 49,8 million)
Develop general concept for their first sustainability report (first sustainability report published by an automotive parts manufacturer world wide, second sustainability report in the CEE region).
Design and production (photography, pre-press, printing).
Advise on PR activities to exploit news value.
Biggest achievement: the sustainability report was listed in GRI's first ten most complex reports in the world in 2002.

from 1990 to 1994 **Project coordinator, graphic designer for Regal Beloit Corporation** (World wide 2nd largest producer of electric motors, power transmissions and cutting tools, 17 manufacturing facilities, annual turnover: \$ 300 million)
Responsible for promotional, advertising and after-market projects:
Plan and quote projects
Develop concepts for advertising, corporate/product identities, annual reports, brochures etc.
Graphic design work for annual reports, advertising, corporate/product identities, corporate brochures, catalogs, after market materials etc.
Design POP materials, such as displays, posters, trade show displays etc.
Coordinate projects from concept to final execution
Working together with top management, partners and vendors

Energy industry:

from 1995 to 2003 **Budapest Power Plant** (Power plant company, Budapest, Hungary, annual turnover: EUR 87 million)
Design annual environmental and sustainability reports.
Consult on the marketing content.
Design and production (photography, pre-press, printing).
Develop general concept for their first sustainability report (first of its kind in the CEE region).
Design and production (photography, pre-press, printing).
Advise on PR activities to exploit news value.
Biggest achievement: Win first prize with the environment report, on the Central European Environmental Reporting Award 2001, presented by Deloitte & Touche.

NGOs

- from 1999 to 2002 **KÖVET-INEM Hungária** (Hungarian Association for Environmentally Aware Management, annual turnover: EUR 0,2 million, Budapest, Hungary)
Consult on communication strategy targeting industry environmental managers and top executives, government officials, media, other NGOs and the public
Consult on event organization
Design and production (illustration, photography, pre-press, printing) of communication tools such as newsletters, advertising, press kits etc.
Improve corporate design (logo usage, business cards, stationary, presentations)
Biggest achievement: raise annual KÖVET-conference from being another industry gathering to the leading national environmental prize awarding event.
- from 1990 to 1995 **Freelance advertising consultant and graphic designer** (Beloit, Wisconsin, U.S.A.)
Consult management on advertising decisions, graphic design works from concept to final execution for:
Corporate brochures
Annual reports
Printed advertising
POP materials
Major clients: Blackhawk State Bank, Blackhawk College,
Medicine Man Creative Studio

Awards

Won first prizes of the Central European Environmental Reporting Award (2001-2003) presented by Deloitte & Touche with the environmental report of Budapest Power Plant Ltd., DENSO Manufacturing Hungary Ltd. and Dreher Breweries Ltd. The sustainability reports of Budapest Power Plant and DENSO Manufacturing Hungary were listed at GRI (General Reporting Initiative) among the ten best reports world-wide in 2002.

Best Package Design – the first Hungarian Múzli (cereal) – in the BUDAPACK '87 Trade Show in Budapest, Hungary

Education

Graphic and Interior Design College, graduated in 1983

Major subjects studied: art history, graphic design, illustration, typography, marketing, communication and arts.

Foreign experience

6 years USA;

Languages

English, fluent

Hungarian, fluent