

# MR. BELA SCHWEIGER

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[Animated Resume](#)

## CEO/Vice President/Marketing & E-Commerce Director

**Well-established omni-channel Business Growth senior executive with extensive experience from global Fortune 500 companies and from providing hands-on business consultancy across diverse industries and regions with a keen focus on everything digital & e-commerce.**

Revolutionary thought leader, internationally experienced, a senior business executive with a background in FMCG, Technology, Financial Services, E-Commerce, and C-Suite Consultancy. Uniquely positioned to take businesses to their next level of growth, leveraging change management skills with scalable operating models. Demonstrated ability to develop, direct, and support teams across geographical regions. Comprehensive knowledge of traditional marketing, digital, social media, online, e-commerce, and omnichannel solutions. Well-travelled with the capacity to comfortably interact with people from diverse backgrounds creating extensive global networks of professional relationships. A firm believer in the motto of "The future cannot be predicted, but futures can be invented," as well as in the concept of 'interact, innovate and impact.'

### Areas of Expertise

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|---------------------------------------|---------------------|----------------------------------|
| • Online/E-Commerce/Digital Solutions | • Innovation        | • Start-up & JV Management       |
| • Market Entry Strategies             | • Digital Marketing | • P&L Management                 |
| • B2B, B2C, O2O, D2C                  | • Revenue Growth    | • Business Continuity Management |
| • Business & Product Development      | • Supply Chain      | • Team Leadership & Development  |

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### Accomplishments

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- Developed Haagen-Dazs Japan into business growth and marketing hub within Asia Pacific and internationally through consumer and trade relevant business models and new product developments maintaining brand consistency, generating \$500 M in revenue.
- Achieved \$300M in annual revenue, launched 12 new products and four new services to exceed market share and revenue targets by 15% in two of the most advanced digital consumer markets in the world.
- Successfully launched several full-scale on-line operations, including cross-border e-commerce businesses utilizing the latest digital advances in AR & VR. All projects turned into multimillion dollar units generating profits in excess of 40% within the first year of operation.
- Ensured business continuity by effectively managing crises in different industries (earthquakes, terror attacks, pandemic) delivering results exceeding pre-crisis targets by 10 – 20%.

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## Career Experience

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### **Japan President & CEO, Enter Japan K.K., Tokyo, Japan**

**2015 – Present**

Provide full-scale market entry support and hands-on expertise to companies entering Japanese market. Lead inclusive entry strategies utilising expertise on cross-cultural communications and Japanese business practices. Assist companies with product and service licensing. Facilitated good working relationships and business partnerships.

- Coordinated successful brand relaunch in Japan alongside major international company to ascertain position as market leader in Asia Pacific.
- Ran digital and e-commerce campaigns for Fiat Chrysler (Fiat 500) and VIP CRM and other Clients.
- Lucratively generated sales of over \$1M in nine months for multinational brand with comprehensive e-commerce solution supported by innovative digital campaign.
- Spearheaded new CRM and digital strategy for leading on-line luxury flash sales company, resulting in 15% sales growth and additional 300K new active monthly users.

### **Vice President, Board Director, General Manager**

General Mills International/Häagen-Dazs Japan Joint Venture, Tokyo, Japan

**2010 – 2015**

Steered strategic direction and streamlined daily processes for 400-member team. Guided seven Executive Directors regarding key business functions of joint venture. Mediated between General Mills and Haagen-Dazs Japan shareholders. Managed full brand, business, and P&L responsibility of \$500M revenue.

- Returned Japanese Haagen-Dazs business to profitability, achieved consistent year-over-year growth, outpaced broader ice cream category by 13% in mature and stagnant market.
- Generated 300% growth for General Mills brands – Cheerios, Nature Valley and Betty Crocker – in less than three years. Advanced business through local and international distributors and retailers by distributing new products within Japan.
- Initiated digital marketing and communication with profitable e-Commerce and m-commerce Haagen-Dazs business, resulted in revenue exceeding \$30M since 2012 launch.
- Effectively operated \$70M budget, achieving top-line profitable revenue growth and lifting bottom line.
- Obtained General Mills Champions award for steering business through time of chaos with 2011 earthquake, ensuring safety of all employees, maintaining operations, and swiftly restoring growth.

### **Director of Marketing & Sales (Japan & Korea), Nokia Japan, Tokyo, Japan**

**2005 – 2010**

Oversaw 44-member Senior Marketing & Sales team across Japan and Korea with additional oversight of 350-member cross-functional staff. Recruited and trained new Field Salesforce team in both countries forming competitive edge with all key players in value chain. Established Nokia brand and boosted B2B and B2C business. Implemented innovative and effective marketing campaigns.

- Significantly increased incremental revenue growth by 19% through new distribution channels in electronic and mobile commerce.
- Launched Nokia's luxury phone and service, Vertu, exceeding \$2M in revenue within 18 months.

- Delivered project involving development of luxury retail presence and agreements with luxury consumer service partners, namely, AMEX Centurion and Roppongi Hills concierge operations.
- Introduced Nokia's first online shop utilising new Amazon Business Platform selling Nokia accessories. Lucratively resulted in \$5M in incremental sales revenue and highest profit margin among all sales channels.

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## Additional Experience

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### **Marketing Consultant** ▪ Schweiger Marketing & Co., Singapore

- Re-launched Qoo, non-carbonated Coca-Cola beverage, regained 10% market share and generated \$2M in incremental revenue.
- Played integral role in launch of Nescafe including entry into bottled water market with Dasani, earning additional \$5M in sales.
- Orchestrated most successful new product launch, an innovative new credit card for a major bank in Singapore.

### **Regional Vice President of Marketing & Sales (Middle East & South-East Asia)** ▪ Western Union Financial Services Inc., United Arab Emirates, Dubai

- Launched new services in competitive markets gaining 34% market position and creating \$120M incremental revenue. Realised 90% annual growth and streamlined marketing and communication processes reducing \$5M in costs.
- Designed new regional account management system, CRM programs and special customer loyalty initiatives. Attained \$1.5M in incremental revenue and enhanced customer retention by 59%.
- Launched first ever Loyalty/Reward Western Union Card.
- Headed key tactical program to attain customers from main competitor, MoneyGram: played pivotal role in taking market leadership position from MoneyGram in less than 18 months.

### **Regional Manager of Innovation (Europe)** ▪ The Coca-Cola Company, Austria/United Kingdom

- Accomplished \$2B in annual revenue through innovative product development leadership across 34 countries in Europe, including launch of PowerAde throughout five countries.
- Claimed dominant market share position from Pepsi through product and brand differentiation in highly competitive European markets.
- Led packaging redesign and relaunch of Coca-Cola Light across Europe restoring growth within declining brand generating 35%+ year on year growth for three consecutive years.

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## Education

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### **Master of Business Administration**

University of Wales, College of Cardiff, Wales, UK

### **Bachelor of Business Administration**

University of Business Administration & Foreign Trade, Hungary

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## Languages

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English, Hungarian, French, German, Russian, Japanese

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## Other

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EU Citizen & Permanent Resident of Japan