

# Tomáš Zykán

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## **Independent coach, trainer and consultant**

in presentation design, internal communication and the art of pitch.

## **Marketing Director of a CZK 5 billion development project**

Built a successful CZK 80 million campaign over 3 years. Demonstrated marketing management of complex projects and multi-disciplinary teams. Received *the Best European Marketing Award* at the International Property Awards, London.

## **Over 15 years of experience in branding and marketing**

Implemented brand strategies in public as well as private sectors. Conceptualised and implemented *CzechIdea*, a branding campaign adopted by the Czech Foreign Ministry. Presented extensively on branding of countries and regions.

## **Experienced presenter**

Enthusiastic presenter promoting differentiation through better presentation design. Presentation skills applied extensively at conferences, trainings and investor meetings, business plan presentations, fundraising, equity calls and PR. Facilitated a number of high-profile workshops on design and branding.

## **Creative, commercially-minded**

Long term promoter of design and architecture. Worked with top Czech companies (*SkodaAuto, Staropramen, CSA*) to integrate design and arts into their PR events and trade shows in export markets (UK, Germany, Sweden, Italy). Published the successful book, *Czech 100 Design Icons*, which was awarded 2<sup>nd</sup> prize for *The Most Beautiful Book* at the 2006 Leipzig Book Fair.

## **Internationally savvy**

Lived and worked for 10 years in New York and London, managed pan-European design exhibition campaigns and international sales, including Russia.

## Education, qualifications

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English: fluent

Russian: intermediate

Trainer in presentation skills and presentation design

### *Education*

#### **Prague School of Economics (1988 – 92)**

*Master of Business Studies, International Trade*

#### **Webber College, Florida (1991 - 92)**

*Bachelor of Business Administration*

Presidential scholarship recipient

# Career

Tomas Zykan (tomaszykan@gmail.com)

| Year        | Position                                                                    | Company                                                                                                                           | Responsibilities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------|-----------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2008 - 2009 | <b>Director of Strategy</b><br><br>Board member                             | <b>CPP Development</b><br><br>Projects with a total investment value of CZK 9.7 billion (EUR 390 million).                        | Prepared proposals for individual and institutional investors internationally.<br><br>Responsible for aligning brand strategies across sales, construction and investment relations<br><br>Responsible for international sales of the Central Park Praha project, including Russia.                                                                                                                                                                                                                                                                                        |
| 2005 - 2008 | <b>Marketing Director</b><br><br>Reporting to MD<br>Budget of CZK 80million | <b>Central Park Praha CPP Development</b><br><br>Revenues of CZK 5 billion<br><br>520 luxury residences with hotel style services | Responsible for detailed marketing planning, budgeting and directing creative agencies, as well as internal and external sales staff.<br><br>360° project management: market research, branding, implementing CRM system, media planning, formulating the PR campaign, sales training, leading facility management and interior design workshops.                                                                                                                                                                                                                          |
| 2003 - 2005 | <b>Owner &amp; Director</b>                                                 | <b>CzechMania s.r.o.</b><br><br>agency promoting Czech design internationally                                                     | Created the exhibition, <i>Czech 100 Design Icons</i> , illustrating 100 years of Czech design.<br><br>In partnership with major export brands Skoda Auto, Staropramen, Czech Airlines, Bata and others, brought the show to prestigious locations in London, Stockholm, Berlin, Milan, Brighton, Prague, Brno and Bratislava.<br><br>Published the book <i>Czech 100 Design Icons</i> which sold 7,000 copies in 2 years. The book was awarded 2nd prize for 'The Most Beautiful Book' at the 2006 Leipzig Book Fair.                                                     |
| 1995 - 2003 | <b>Director</b>                                                             | <b>Czech Centre London</b><br><br><b>Czech Centre New York</b>                                                                    | Formulated strategies for promoting the Czech Republic's image abroad, its exports, arts and tourism. Received several <i>Arts &amp; Business</i> grants for exemplary partnerships with Interbrew UK, Techo Office Systems and Skoda Auto UK.<br><br>Launched <b>CzechIdea</b> , a programme of international country branding for the Czech Republic. Facilitated a series of high-profile creative workshops and initiated international market research. <i>CzechIdea</i> has been adopted by the Czech Centres internationally as well as the Czech Foreign Ministry. |
| 1993 - 1995 | <b>Analyst</b>                                                              | <b>McKinsey &amp; Co.</b>                                                                                                         | Analysed financial functions of a major steel plant in Slovakia and recommended actions to decrease working capital. Analysed inefficiencies of sales, recommended organisational and marketing-driven changes. Managed client team in a major cost-cutting and restructuring project. Made presentations to client senior management.                                                                                                                                                                                                                                     |