

GABOR BITE

DIGITAL COMMERCE PROFESSIONAL



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PROFESSIONAL EXPERIENCE

2020 - PRESENT



PPG INDUSTRIES, INC.

2018 - 2019

GLOBAL DIGITAL COMMERCE PRODUCT MANAGER

- Owning global digital commerce projects delivered in scaled agile framework
- Creating overall strategic roadmap & digital product roadmap
- Identifying KPIs & building scorecards in accordance with omni-channel goals

2018 - 2020

REGIONAL DIGITAL CRM LEAD - ACTING - EASTERN EUROPE (PL, CZ, SK, HU, RO)

- Responsible for the SAP C4/HANA marketing cloud implementation in Poland
- Oversee the business requirements consolidation of Region East
- Stakeholder, vendor & change management of the CRM implementation

2017 - 2018

REGIONAL DIGITAL COMMERCE LEAD - EASTERN EUROPE (PL, CZ, SK, HU, RO)

- Creating overall digital commerce business strategy for Region East
- Visioning & execution of digital commerce experience
- Directing the day-to-day operations related to websites e/m-commerce
- Oversight responsibility for digital commerce sales objectives, metrics & KPIs



2016 - 2017

CHANNEL DEVELOPMENT MANAGER - DIGITAL CHANNELS & CUSTOMER SERVICE

- Commercial roadmap & project portfolio creation, management
- Digital transformation / Channel shift program governance and execution
- Channel development related project management (agile & waterfall)

PROJECT MANAGER - DIGITAL TRANSFORMATION PROJECT

- Planning & execution of local strategy & digital transformation projects
- Cross-functional coordination of the company's omni-channel initiatives
- Create & manage project plans, define scopes & timelines, allocate resources

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2016 - 2016

INDIRECT SALES SEGMENT MANAGER

- Segment management of 6000+ B2B customers
- Creating sales & marketing strategy, development of promotional activities
- Setting KPIs, targets, establishing way of work & fundamental processes
- Leading a Customer Care team of eight outbound operators

2013 - 2016

E-COMMERCE MANAGER

- Leading the implementation of the new digital sales & marketing channel
- Creation of sales & promotional strategy within the omni-channel framework
- Monitoring & assessment of the digital sales KPIs & financial results



2011 - 2013

SALES REPRESENTATIVE & PROCESS EXPERT

- Proactive sales of products & services
- Creation & validation of new frontline service processes
- Creating the process of English speaking call handling & IVR

AWARDS & RECOGNITIONS

Telenor - Exceptional Employee Evaluation:

First year performance review

Coca-Cola Regional Sales incentive winner:

Region East - Carbonated soft drink category

Telekom National Sales incentives winner:

1st, 2nd, 3rd places consecutively

Telekom „Employee of the Month“ award:

Four times winner 2012 - 2013

PROFESSIONAL ACHIEVEMENTS

KÜRT Academy Ltd. & Shiwaforce.com Inc.

Product Owner - Certified

Business Council for Sustainable

Development in Hungary (BCSDH)

Future Leaders - Talent program (scholarship)

Customer Operations Performance Center -

Best Practices for CX operations

Certified COPC Implementation Leader

EDUCATION

University of Szeged, Hungary

International Relations & Economics, MA

Aalborg University, Denmark

International Relations & Economics, MA

University of Szeged, Hungary

Political Sciences, BA

COMPETENCIES

- High level of adaptability & ambiguity mgmt
- Exceptional interpersonal, presentation & communication skills
- Solution-oriented, target-driven mindset
- Human-centered design thinking
- Tech-savvy, digital native w. business acumen

Languages: English - proficient, German - basic

Driving licence: Category B