

Georgi Keckarovski

Managing Director

P&L leadership, strategic business development, brand, private equity & growth expertise
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Professional Overview

Enterprising, energetic & commercially-astute, with 15+ years of experience in business scale-up and development within B2B, B2C, FMCG, consumer, e-commerce, retail, SME and global corporate markets.

Experience within fast-paced businesses, securing board 'buy-in' for business excellence, market share growth, brand development & digital marketing initiatives. A record of achieving ambitious commercial goals.

Passionate about fantastic customer service, with ability to leverage a wide network of industry contacts, winning new customers & new revenues. Builds trusted relationships with boards, customers & PE investors.

Expertise in driving business change & success, including creating innovative strategies, customer-centric strategies, developing operations, maintaining cost base, improving profit margins and driving-up EBITDA.

Open and inspiring as a Business Leader, building positive working environments, setting clear KPIs & goals, coaching and mentoring people to grow, and developing energised, multi-site & high-performing teams of staff.

Motivated & charismatic, with ability to build rapport at all levels, and offering an excellent customer journey, with recent successes including establishing an innovative new UK&I business from scratch.

Key Skills & Expertise

Executive Leadership & Strategy	International Sales & Marketing	Start-up Venture Set from Scratch
Day-to-Day Operations Oversight	Business Development Strategies	Organisational Structure Definition
Financial & Full P&L Responsibility	Product Marketing & Management	Brand Development & Awareness
Cash Flow Improvement & Control	E-Commerce & Digital Campaigns	M&As, New Business Acquisitions
Revenue Growth & Cost Savings	Strategic Distribution Partnerships	Building High-Performance Teams
Robust Performance Improvement	RTM & Distribution Management	Communication & Influencing Skills

Career Experience

Vapepro | Retail Start-up, UK Managing Director UK and Ireland

Apr 2022 to Present

Entrepreneurial business leadership, with full P&L ownership for building a new start-up venture from the ground-up, including recruiting the team, establishing day-to-day UK&I operations, and reporting directly to the Chief Executive Officer (CEO) of a Private Equity investor.

Advising the Board of Directors on corporate and business strategies, both domestically and internationally.

Defined and created a culture of empowerment within the business, where every team member can thrive.

Management and control of a £multi-million budget, in addition to schedules, forecasts, cash flow & KPIs.

Leadership, management & control of a multi-functional team of 10+ staff, including mentoring & coaching.

Developed and implemented sales, marketing and business development strategies, aimed at driving rapid growth via new markets and territories.

Successfully established and negotiated strategic partner agreements with some of the biggest accounts in the UK, with projected annual revenue of +£3m.

Key contributions and successes:

- Achieved success in role, taking on profit and loss ownership, with 60% CAGR in the first 3 years
- Recruited & onboarded a team of Regional Managers, Sales Executives and a full marketing team
- Established and developed strong relationships with major business partners in the FMCG arena
- Led the team in devising a 'fit for purpose' brand strategy and portfolio pipeline for the UK & Ireland
- Successfully implemented a long-term cost base reduction programme to improve margin by 15%

Imperial Brands UK H/O – Rizla Business Unit, Bristol, UK
Senior Global Commercial Manager

Dec 2017 to Jul 2022

Business and commercial leadership, with full remit for P&L targets and delivering annual business plan objectives. Focused on developing and nurturing sustainable relationships with distributor and customers.

Promoted product awareness via the execution of a series of £multi-million Advertising and Promotional (A&P) campaigns. Took the lead in negotiating and re-negotiating commercial contracts and other deals.

Devised business reports & presented insight to OPEX / board members, enabling sound decision making.

Leadership, management and motivation of a team of 5+ dotted line reports, including team mentoring.

Spearheaded the expansion of corporate operations into 20+ territories worldwide by re-structuring the overall Route-to-Market (RTM) strategy, and through generating and managing new leads / opportunities.

Took ownership for Profit and Loss (P&L) performance, and met allocated targets by achieving 3% net revenue through pricing strategies and promotional programmes, and 2% gross profit margin on yearly basis; +10% revenue and +8% profit growth in targeted footprint during 2020-2021.

Key contributions and successes:

- Led category growth by launching new products through successfully negotiating 3rd party contracts
- New 3rd party contracts and range reviews successfully delivered over £10m in incremental revenue
- Successfully negotiated trading terms agreements in the region of £50m, adding to the bottom line

Imperial Brands UK H/O – Rizla Business Unit, Bristol, UK
Global Brand Manager

Nov 2014 to Nov 2017

Brand management and development, taking ownership for introducing a strong innovation pipeline, comprising 30+ new products for global markets, satisfying and meeting evolving customer demands.

Supervised and co-ordinated the overall operation of the global brand, with presence in 120+ countries.

Defined portfolio, articulated and promoted the brand equity strategy, which successfully generated more revenue from business and brand recognition. Engaged collaboratively with the Chief Marketing Officer.

Leadership, management and motivation of a team of 2 direct reports, including team mentoring & coaching.

Successfully negotiated and secured a prestigious 3-year £multi-million contract with the Crescent Yamaha World Superbikes Team, as well as a partnership with British luxury apparel brand Rockins, increasing brand exposure and driving equity growth.

Drove the development of a global activation toolkit and communication platforms, comprising of ATL, BTL, and digital marketing, as well as executing online sales promotions, resulting in +90% prompted awareness and +30% conversion.

Key contributions and successes:

- Devised and executed digital activation strategy across the most popular social media platforms
- New digital activation strategy resulted in a 500k customer reach and 10m+ online impressions

Imperial Brands UK H/O Global Brand Marketing, Bristol, UK
International Portfolio Manager – Premium Brands

Mar 2014 to Oct 2014

Business and portfolio management across premium brands, tasked with streamlining overall manufacturing and supply chain functions, whilst simultaneously building and nurturing robust stakeholder relationships.

Took the lead in introducing new pack designs for international markets, with appropriate execution planning.

Defined and executed a highly-sustainable quality strategy for premium brands through the presentation of products in highly-creative and innovative packaging, aimed at protecting a £20m revenue stream against competition in the Middle East region.

Key contributions and successes:

- Supported the premium brands 3-year commercial targets of +2% share of market performance

**Imperial Brands UK H/O Group Marketing, Bristol, UK
Innovations Project Manager**

Aug 2013 to Mar 2014

Project leadership and delivery, spearheading the achievement of key project deliverables in alignment with agreed KPIs. Engaged collaboratively with high-level experts within marketing & brand management teams.

Full project lifecycle management and delivery, including project planning, scope, budgeting and resourcing.

Recognised a significant £30m revenue prospect by leading global innovations projects in the areas of biodegradable and resealable packaging.

Key contributions and successes:

- Prepared & delivered recommendations to Board focused on building & investing in sustainability
- Spearheaded multi-faceted and cross-functional innovation projects from conception to completion

Early Career

2012 to 2013	State Key Account Manager	Imperial Brands AUG H/O, Sydney, Australia
2010 to 2012	Channel Development Project Manager	Imperial Brands UK & Ireland Cluster, UK
2008 to 2010	Sales & Marketing Development Manager	Imperial Brands Plc, Macedonia
2007 to 2008	Channel Manager	Imperial Brands Plc, Macedonia

Education & Qualifications

The University of Groningen, The Netherlands	MSc in International Economics and Business
Project Management Institute (PMI)	Certified Project Management Professional (PMP)

Additional Information

Flexible on location for the right opportunity

Excellent references available upon request

Languages: Macedonian (Native), English (Fluent), and German (Intermediate)