

AKOS KOVACS

Executive Leader | Go-To-Market, Digital Transformation & Market Expansion

Budapest, Hungary | Open to Remote (APAC/EU/NA) |

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PROFESSIONAL SUMMARY

Data-driven commercial executive and digital transformation leader with 10+ years scaling operations across APAC and EU markets. Specialized in bridging the gap between complex product capabilities and market execution, ensuring product innovation translates into clear user value and commercial impact. Proven track record of architecting BI systems, launching new market verticals, and leading cross-functional tech and commercial teams. Currently focused on leveraging AI and data automation to optimize business operations and drive high-margin enterprise partnerships.

CORE COMPETENCIES

Digital Transformation; AI Integration & Automations; Product GTM; RevOps, Data Analytics & Experimentation; BI Architecture (Tableau/Power BI); Cross-Functional Orchestration; International Market Entry (APAC/EU); GTM Strategy; Enterprise Partnerships; P&L Management; Agile/OKRs.

EXPERIENCE

Independent Consultant, AI & Digital Transformation Sabbatical - Hungary | 2025-2026

- Acted as founding Product Lead and developed "Blueprint," an AI-driven, production-ready Construction Project Management System from the ground up. Utilized LLMs to accelerate full-stack development, deploying a system designed to optimize resource allocation and standardize core construction workflows.
- Engineered custom a custom gaming webapp tools based on AI-driven automation scripts using LLMs, crawlers and API integrations.
- Consulted on digital workflows and infrastructure modernization, maintaining up-to-date, practical expertise in deploying generative AI for enterprise environments.

Director of Commercial Operations & Tech Strategy - Black Sheep Group, Hong Kong | 2023-2025

- Architected a centralized performance analytics system to monitor product/service adoption, diagnosing points of friction in the customer journey to optimize the go-to-market strategy across a multi-brand portfolio.
- Led the operational turnaround and re-launch of a legacy direct-to-consumer digital delivery platform. Partnered cross-functionally to optimize the UX and dispatch logic, salvaging a critical revenue channel.
- Spearheaded complex commercial negotiations, securing 8 major enterprise partnerships yielding ~USD 1.2M in annualized revenue.
- Optimized digital revenue channels and unified operational data to streamline executive decision-making and cross-departmental agility.

Interim Chief Executive Officer - Eva Cosmetics, Hungary | 2022-2023

- Led post-acquisition operations and stabilized the business, retaining 95% of key enterprise accounts and preventing team turnover during a high-stakes transition phase.
- Executed comprehensive contract audits and supplier renegotiations, reducing financial exposure by ~12% and improving gross margins by 300 basis points.
- Rebuilt the executive leadership structure, recruiting and onboarding critical technical and commercial hires for scalable growth.

Director of International Expansion - AgroVIR, Hungary | 2021-2022

- Defined and executed the Go-to-Market strategy for a B2B SaaS platform across 3 new EU territories (Netherlands, Austria, Romania) within 9 months, localizing the value proposition to secure foundational enterprise clients.
- Engineered scalable sales playbooks and data-driven targeting, reducing the ramp-to-first-deal metric for new local hires to ~60 days.

Director of Business Intelligence & Business Development - Foodora (Delivery Hero), Hungary | 2019-2021

- Directed the regional Business Intelligence (BI) team, building the data infrastructure and operational reporting systems required to support commercial functions across multiple EU markets.
- Owned the Product Go-to-Market strategy for new consumer tech verticals (grocery, pharma), coordinating cross-functional launches across regional teams to capture 10% of local category volume (\$20-25M+ annual GMV).
- Scaled capabilities to support the rollout of 13 virtual brands, establishing GTM stage-gates and aligning central product operations with local market readiness to ensure seamless user adoption.
- Consistently achieved the highest employee NPS among all commercial leaders, fostering a culture of high-performance and technical mentorship.

Co-Founder & Head of Digital - Five:IT, China | 2015-2019

- Scaled a digital agency to ~USD 500k ARR, maintaining a ~70% YoY enterprise client retention rate with major accounts including Deutsche Bahn and Celine.
- Led a 20-person cross-functional tech team (developers, UX specialists, product managers).
- Engineered reusable design systems and integration playbooks, reducing the delivery time for enterprise-grade web applications and WeChat mini-programs to an average of 5-6 weeks while maintaining exceptional client NPS.

Early Career: Enterprise Operations & IT Analysis

Various Roles (ExxonMobil, CECZ, Mirtis Creative) | 2010-2014

- Supported business-critical IT systems at ExxonMobil, ensuring ~99.9% uptime. Facilitated large-scale cross-border enterprise partnerships between the EU and China.

EDUCATION

MSc, Chinese Economy and Business — Rotterdam School of Management, Netherlands | 2012–2013

BSc, Business Information Technology — Corvinus University of Budapest, Hungary | 2008–2012

TECHNOLOGY & LANGUAGES

- **Cloud & Architecture:** Vercel, Supabase, Serverless Deployment, API Orchestration, Modern Web Stacks.
- **AI & Engineering:** Python (Pandas, Automation), LLM Integration & Deployment, Rapid Prototyping.
- **Data & BI:** SQL, Tableau, Power BI, Looker, Data Crawling & Pipeline Management.
- **RevOps & Management:** Salesforce, HubSpot, Jira, Enterprise Operations Architecture.
- **Languages:** English (Fluent), Hungarian (Native), Mandarin (Basic), Japanese (Basic).