



Ales Svacinka

INTERNATIONAL COMMERCIAL | SALES | EXPORT |
BUSINESS DEVELOPMENT

About Me

International commercial leader with extensive experience in sales, export, business development, trade marketing and category management. Proven in building markets, teams and distributor networks across Europe. I combine strategic thinking with hands-on execution and a strong focus on profitable growth

Contact



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Skills and Proven Results

- ◆ Go-to-Market & Market Entry
- ◆ Sales & Export Leadership
- ◆ International Business Development
- ◆ Key Account & Distributor Management
- ◆ Pricing & Category Management
- ◆ Cross-Functional Leadership

Experience



SIKO KOUPELNY a.s.

2025 - 2026

- Head of Export



Nanosun s.r.o.

2022 - 2025

- Relationship Manager
- Sales Manager
- Business Development Manager



For Baby s.r.o.

2020 - 2022

- Sales Director CZ
- Brand Manager CZ



Duracell Inc.

2017 - 2019

- Senior Trade Marketing Manager CE, Balkans & Ukraine and DACH
- Senior Business Development & Distributor Operations Manager CZ, SK



Kimberly-Clark Corporation

2015 - 2017

- Regional Sales Manager CZ, SK, HU



Plzeňský Prazdroj, a.s. (Asahi Breweries, Ltd./SABMiller)

2010 - 2015

- 2010 - 2015
 - Senior Key Account Manager



My Background

- Business Models: Direct Sales | Distributor Models | B2B | Key Accounts | Private Label
- Markets: CZ, SK, HU, PL, DE, AT, CH, UK, ES, PT, GR, UA, MD, RO, HR, RS
- Companies: Multinational corporations | SMEs | Family-owned businesses
- Channels: Modern Trade | Traditional Trade | Drugstores | Electronics | DIY | Cash & Carry | Discount | Sub-distribution | B2B
- Categories: Bathroom | Photovoltaics | Cosmetics & Beauty | Electronics | Beverages | Child Care & Toys | Impulse Products | Private Labels
- Category Segments: Luxury, Premium, Mainstream, and No-Name Brands
- Functional Experience: Sales | Export | Business Development | Trade/Shopper Marketing | Pricing | Category Management | Forecasting | JBP | Store Acquisition

Experience



Energizer Czech, spol. s r.o.

2000 - 2009

- 2005 - 2009
 - Key Account Manager (Wilkinson Sword and Energizer)
- 2003 - 2005
 - Key Account Manager (Wilkinson Sword)
- 2000 - 2003
 - Key Account Area Sales Manager (Wilkinson Sword)



Midio a.s.

1996 - 2000

- Sales representative (exclusive distributor of Christian Dior, Boucheron, and other cosmetic brands)



Education

- **High School of Transport**
1995- 1998
- **Greenhill College**
1995 - 1996
- **Technical Institute of Jewellery**
1988 - 1992

References



LinkedIn

- <https://www.linkedin.com/in/ales-svacinka-19389420/>



Website

- <https://svacinka.com/>

Achievements

◆ SIKO KOUPELNY

- Transformed Export from a primarily sales-driven operation into a structured, profit-focused platform for international growth.
- Delivered +257.6% Revenue growth and +288.8% Margin growth vs. PYTD.
- Designed and implemented an Export Operating System covering Revenue, Margin, Forecast, Key Accounts, market priorities, risks, projects and ownership.
- Reorganized the team around Country Ownership, clearer responsibilities and market accountability.
- Developed differentiated G2M models for Germany, the UK, Hungary and Spain, and prepared further expansion into France, Ukraine, Benelux and the Balkans.
- Built commercial foundations for scale: pricing, acquisition, B2B positioning, channel/marketplace protection, contracts, logistics and stock management.

◆ NANOSUN

- Managed relationships with strategic suppliers.
- Focused on sales and business development across the Czech Republic, Portugal, Moldova and Germany.
- Supported market expansion, large photovoltaic projects and the introduction of new commercial and management tools.

◆ FOR BABY

- Led a 15-member commercial team.
- Managed B2B sales and leading international brands distributed exclusively in the Czech and Slovak markets.
- Defined commercial strategy, customer priorities and brand development, supporting revenue and profit growth.

◆ DURACELL

- Progressed from CZ/SK responsibility to the Warsaw regional headquarters, covering CE, the Balkans & Ukraine, and subsequently DACH.
- Managed strategic B2B customers and distributors across multiple European markets.
- Shaped trade and customer marketing around strategic categories and translated regional strategy into execution.
- Improved category value and price positioning; grew key sub-category market share from approx. 3% to double-digit levels.
- Led new category launches, visibility improvement, category management and trade marketing initiatives.

◆ KIMBERLY-CLARK

- Stabilized the Czech and Slovak businesses and accelerated commercial development in Hungary.
- Relaunched the diaper category and supported a new brand launch.
- Implemented G2M in Hungary and managed distributors, annual negotiations and quarterly customer reviews.
- Worked across pricing, marketing strategy and customer execution to convert business issues into growth opportunities.

Achievements

◆ **PLZEŇSKÝ PRAZDROJ / SABMILLER**

- Managed Ahold, one of the company's largest strategic retail customers, with annual business responsibility exceeding CZK 1 billion.
- Pioneered a cross-functional account team model connecting Sales, Marketing, Category Management, Supply Chain and Finance.
- Led commercial negotiations, Joint Business Planning, turnover and budget planning.
- Worked across Category & Revenue Management, Shopper Marketing, shoppability and secondary placement effectiveness.
- Held sales responsibility for the Pilsner Urquell brand within the account.

◆ **ENERGIZER / WILKINSON SWORD**

- Held end-to-end commercial responsibility for Wilkinson Sword in the Czech and Slovak markets and acted as the sole Key Account Manager for both countries.
- Managed top Modern Trade customers, negotiations, pricing and commercial execution.
- Delivered significant market share growth.
- Managed the launches of Quattro and Intuition in CZ and SK.
- Expanded listings and developed alternative channels, including drugstores.

◆ **Midio**

- Started in B2B sales for an exclusive distributor of luxury cosmetics brands including Christian Dior and Boucheron.
- Moved into retail development, identifying and acquiring locations for the company's B2C store network, today known as Marionnaud.
- Supported brand exclusivity, new brand and product launches, listings, forecasting and relationship development.