

# Anna Wadowska, MBA

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## Accomplished Sales and Marketing Executive

- 10 years successful experience in B2B sales: IT&teleco hardware, IT& teleco software, call/contact center solutions, managed services and consulting services
- 7 years successful experience in B2C marketing [ATL, BTL. online, social media] and direct sales in banking sector. Managed marketing budgets up to 15 mln pln, ATL/BTL/ online campaigns experience
- Banking e-commerce expert, skilled contract negotiator and accomplished team manager

## Professional Experience

### **XXX Bank Ukraine (ABC S.A., Poland)**

XI 2012 –

Head of Marketing and Sales Support Department

Responsible for marketing communication & PR, sales support for retail banking network, managing sales, marketing and trainers teams. Accountable for sales results and P&L.

- e-banking development: 11% of customers actively used e-banking channel after one year of implementation. The number is higher by 2 points than average in Ukraine - 9%
- Increased brand awareness by 15% through 4 weeks long TV advertising campaign backed up by BTL and online actions. Idea Bank was first in Ukraine to start placing YouTube adverts in marketing campaign. Created a dedicated YT channel. The advertising spot was viewed over 369k times while average for spots in banking sector amounts to 11k
- Implemented a new website in Ukrainian and Russian languages with new standard online application and landing pages systems - as result daily number of UU increased by 150% and reached 6-8 k UU daily
- New customer acquisition:
  - Deposits: launched acquisition through eBanking: 17% in customer portfolio within first year after e-Banking launch;
  - Cash loans: launched acquisition through Call Center and online channel: 15% share in all Cash loans sold;
  - Car loans: launched acquisition through Call Center and online channel (long channel support): 6% share in car loans sold.
- Changed profile of Call Center from Customer Service to Sales - new sale channel for deposits and loans
- Launched new Contact Center: managed transfer to new location, implemented new IT system and business processes, devised new incentive system
- Restructured 3 internal trainers' teams into one competence center aiming at efficient utilization of resources.

### **AAA Bank Ukraine (XXX Bank Group, Russia)**

VII 2011 - XI 2012

Head of Direct Banking Development

Responsible for e-banking & m-banking strategy and development, internet sales and after sales development, cross sell strategy and development, one to one marketing, Accountable for sales results and P&L.

- Worked out e-banking development strategy for years 2011-2013: defined products, income sources and market shares
- Implemented cross selling strategy. Achieved 89% of anticipated sale plan with required profit margin. Project team turned into separate business unit with own sale objectives
- Implemented e-commerce/online payments [internet acquiring] with Alfa Bank Russia: market research and analysis, trend forecast for 2012-2015, service launch, creating offer and sales team
- Implemented m-banking for IOS/Android
- Generated Top Management buy-in for idea of upgrading bank's website: selected interactive agency, worked out change concept and supervised implementation

## Professional Experience (continued)

### AAA Bank Ukraine (continued)

- Online marketing: implemented Google's remarketing, launched AAA Bank's social media profiles
- Revitalized e-banking: improved UX, implemented new functionalities, implemented one2one marketing – personalized offers for customers, integrated Bank's system with CRM Siebel
- Achieved significant deposit sale through eBank – 25% share in annual volume
- Created direct marketing team: 6 employees and 20 Call Center Agents

### Bank Polska SA

III 2005 - VI 2011

Head of e-Banking Department

Responsible for e-banking, e-commerce, online marketing, development and launch of e-commerce solutions. Accountable for sales results and P&L.

- Supervised rebranding projects: eBank and other websites change/ sales processes/ communication online
- Revitalized e-banking: functional changes/UX improvements/ pay by click implementation/ customer service through e-bank/ SMS token introduction
- Implemented installment loan in eshops in 6 months. Generated sale covered 15% of all installment credit volume while maintaining higher by 20% profit margin (compared to traditional channels)
- Launched online acquisition of customers for cash loans. Online channel covered 19% of all cash loan volume
- Supervised one of the first XXXXX implementation for financial sector in Poland [2006]: signed dedicated contract with XXXX, annual marketing budget over 1 mln PLN
- Created partner program for online customer acquisition: won renown services to participate: XXXX.pl/ XXXX.pl/ XXXX.pl, gained 10 – 35% share in online sale depending on product
- Implemented upgraded website: new CMS, reinvented „www customer path”, new application system online. As result daily number of UU increased by 50% and reached 14-18 k UU daily

### Firma OOO Poland

I 2000 - III 2005

Head of Regional Office

Responsible for branch office management, sale of telecommunication solutions (AAAA); call/contact center solution (AAA, GGGG, BBBB); data solution (Aaaa, Caaa, Naaa); IPT solution (Aaa, Caa); CRM consulting and projects management. Accountable for sales results and P&L.

- Implemented XXX system for Client along with maintenance contract
- Signed a framework agreement with Client B. for serving business clients in region. Implemented over 10k subscriber lines of telecommunication system for clients
- Signed a framework agreement with Client C for serving business clients in region. Implemented over 3k subscriber lines of telecommunication system for clients
- Implemented contact center system for Client D
- Implemented WFM InVision contact center agent management system for Client E

### Firma SA

V 1998 - I 2000

Key Accounts Department Manager

Responsible for strategy for Key Account Customers Market, achieving sales target, developing standards, sales and after sales strategy, coaching and delivery of trainings, negotiations of agreements.

### Firma Poland

VII 1995 - IV1998

Area Sales Manager

Responsible for selling of Aaaaa solutions, co-ordination of realization of contracts and after sales service

## **Education**

### **Polish-American School of Business at Wroclaw University of Technology&CCSU**

Finance, Marketing, Law  
Executive MBA

### **Wroclaw University of Technology**

Electronics and the Telecommunication  
Master Degree

## **Other Information**

English – proficient, Russian – proficient, Ukrainian – elementary,  
Driving licence B category

## **Skills, experience and expertise**

- |                       |                       |                          |
|-----------------------|-----------------------|--------------------------|
| · Sales Management    | · e-Banking/m-Banking | · Marketing Strategy     |
| · B2B and B2C Sales   | · Mobile Payments     | · Marketing              |
| · Win-Win Negotiation | · Online Marketing    | · Communication & PR     |
| · Team Management     | · E-Commerce          | · Social Media Marketing |
| · Cross Selling       | · Online Customer     | · CRM and Contact Center |
| · Lead Generation     | · Acquisitions        | · Retail Banking         |
| · Financial Services  | · Business Strategy   |                          |