

Andrea Cigáníková, BA (Honours)

Executive Leader | Business Development Strategist | Facilitator of Growth

EXECUTIVE BIO

Executive leader with a three-decade track record of driving business growth, organisational clarity and strategic transformation across Europe. Combines entrepreneurial ownership thinking with Fortune 500 leadership discipline to deliver measurable results in complex, multi-stakeholder environments. Known for an influential, people-centred leadership style that aligns executive teams, strengthens key relationships and turns strategic ambition into sustainable commercial outcomes.

EXECUTIVE SUMMARY

Seasoned business leader driving business growth and strategic transformation across Europe. Proven track record in leading cross-functional teams, shaping strategy, developing new segments and strengthening key partnerships. Combines strategic clarity with advanced influencing skills and facilitation expertise to drive execution in complex environments.

Known for accelerating decision cycles, aligning stakeholders and converting strategic intent into real outcomes. Former entrepreneur who successfully built and sold a company, later senior leader within a Fortune 500 organisation.

KEY EXECUTIVE STRENGTHS

- **Strategic Leadership & Business Management**
Defining growth paths, business strategies, priority markets and execution plans.
- **Cross-Functional Leadership**
Connecting teams across regions and departments. Leading strategic workshops and projects.
- **Partnership & Key Account Excellence**
Strengthening relationships with strategic partners, distributors and multinational accounts.
- **Market Expansion & Business Development**
Identifying new market spaces, creating access paths and building brand presence.
- **Professional Influence & Negotiation**
Certified negotiation specialist. Able to navigate complex multi-stakeholder environments.
- **Sales Excellence**
Implementing best-practice sales standards used by top-performing European sales organisations.
- **Facilitation & Communication**
Expert facilitator for strategic, innovation and stakeholder alignment meetings.
- **Entrepreneurial Mindset**
Hands-on experience running a company, managing P&L and leading people.

CAREER HIGHLIGHTS

- Opened access to new EMEA market segments, **enabling multimillion growth opportunities**.
- Built and sold a **successful distribution company**, later integrated into a global corporation.
- Accelerated cross-regional alignment and reduced decision cycles, unlocking **faster go-to-market execution**.
- Advanced from Sales to **European Divisional Management**, consistently unlocking new revenue streams and regional opportunities.
- Achieved **strategic supplier** and **partner positions** at major accounts through innovative, value-based solutions.
- Led **innovation and growth projects** across EMEA, connecting R&D, marketing and commercial teams.
- Facilitated high-stakes workshops for management teams, **supporting strategic decisions and organisational alignment**.

PROFESSIONAL EXPERIENCE

Freelancer | Executive Advisor | Coach | Facilitator | Trainer (2018–present)

Partnerships: ENS Negotiation & Influencing and Hovingh & Partners

- Facilitating strategic and innovation workshops
- Training teams in negotiation, influencing and productive relationship management
- Designing and delivering growth frameworks for leadership teams

European Financial Advisor (2022–present)

- Supporting women in wealth management, long-term financial planning and investment literacy

Foodservice Manager, EMEA (2016–2018)

- Sponsored global projects and lead new business streamline in Europe
- Connected commercial, technical and marketing teams to deliver growth outcomes

Business Development Specialist & Innovation Lead (2009–2015)

- Managed key accounts and distributors across EMEA
- Led innovation initiatives in flavour, fragrance and texture systems
- Facilitated ideation, development and implementation of new product solutions

Business Development Professional (2007–2009)

- Drove innovation projects with global partners
- Opened new market opportunities and strengthened strategic relationships

Key Account Manager, EMEA (2004–2007)

- Managed multinational customers and distributor networks
- Led global projects across Europe

Technical-Sales & Distributor Manager (1998–2004)

- Developed business with direct accounts
- Facilitated sales growth through distributors in Southeastern Europe

Owner & Managing Director (1995–1998)

- Founded and managed a distribution company
- Built client base, led sales, operations, finance and growth
- Business successfully acquired by an international corporation

Sales Manager (1992–1995)

- Various local and global companies

CERTIFICATIONS & EDUCATION

- Diploma in Business Management – The Open University
- Professional Negotiation & Communication (ENS Negotiation & Influencing)
- Commercial Leadership (Hovingh & Partners)
- European Financial Advisory Certification (EFPA)
- Social Styles (ENS Negotiation & Influencing)
- Sales Excellence: Sales Gravitas • Voice of Customer • SPIN Selling
- NLP Coaching

Additional training: Front End Innovation, Strategic Pricing, Cultural Differences etc.

CORE CAPABILITIES & LEADERSHIP STYLE

Capabilities: Inspirator, Coordinator, Strategic thinker, Relationship developer, Communicator

Style: Positive • Open-minded • Ethical • Spirited • Outcome-driven

Languages: Czech (native), English (fluent), Russian (graduated), German (basic)

Selected recommendations available on LinkedIn: <https://www.linkedin.com/in/andreaciganik/>