



# David Rektorys

## Senior Digital Leader

## Profile

Senior digital manager with 10+ years of delivering commercially successful digital products/projects, leading cross-functional agile software development teams and creating great customer-focused user experience. My biggest strength is my combination of deep technical know-how and business insight.

I have a solid track record of creating product strategy, leading agile teams, designing technical solutions, launching new products, digitalizing corporate processes and improving business KPI targets in various industries (ecommerce, banking, telco, FMCG).

Currently I'm looking for a new challenge, ideally again leading a team and building a new long-term digital product for a larger company.



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## Key skills

- Proven leadership skills
- Creating and driving team strategy
- Passion for launching digital products
- Defining and delivery of product strategy
- Management of multiple teams and budgets
- Board/B-1 stakeholder management
- Technical know-how of software development

## Work experience

### AB InBev

7/2024-2/2025

#### Consumer Experience Lead

- Leading 18 FTEs in 2 teams (inbound Consumer Care and outbound CRM marketing team)
- Strategic leadership role for Europe scope with people development and team restructure

### Creative Dock

3/2022-3/2024

#### Product Lead

- Leading the digital loyalty app „Můj Albert“ with impressive business KPIs and 15 FTEs
- P&L ownership and business responsibilities (creating incremental revenue, monitoring up/cross-sell opportunities etc.)

### T-Mobile

5/2020-3/2022

#### Head of B2B Digital

- Strategic vision and complete digitalisation of entire B2B product portfolio including creation of fully digital self-service platform for SME and large corporate customers in CZ/SK market
- B2B portal allowed customers to completely manage their services and invoices
- Significant business results: increased customer satisfaction +48%, lowering operational cost and creating new digital revenue
- Direct leadership of 30+ FTEs (various roles) in 4 teams and managing budget of 1.3mil Euro

### Moneta Money Bank

1/2018-5/2020

#### Product Owner

- Leading cross-functional agile development squad with primary responsibility of E2E delivery of Deposits and Cards backlog
- Vision, research, design, development and launching new digital products (current account, savings account, card propositions)
- Major success: savings account Spořítto grew bank deposit +21%, customer acquisition +320% and won award „Financial product of the year“

### O2 Czech Republic

1/2017-1/2018

#### Senior Project Manager

- Delivery of two large projects (230m CZK capex): mobile network performance management and cooperative transportation systems

## Education

### Victoria University (NZ)

2012-2015

Bachelor in Information Technologies and Ecommerce

References available on request