

MARTIN LEROSS

BUSINESS MANAGER | PARTNER MANAGER

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PROFESSIONAL SUMMARY

High performing business developer with a passion for enabling growing businesses to scale. Takes ownership and progressively work with partners to increase brand awareness and effective business. Confident in taking a management role, leading the way and collaborating cross-organization to identify business needs and execute changes. Committed to continuous personal growth and contributing to team success.

AREAS OF EXPERTISE

✓ Partner Management	✓ Category Management	✓ SWOT-analysis	✓ Project Management
✓ Annual Strategy	✓ Communication	✓ Negotiations	✓ Office Suite
✓ Business Management	✓ Data Analysis/ KPI	✓ CRM	✓ ERP/ SAP

CAREER HIGHLIGHTS

Revenue growth: +10% revenue growth YoY and increasing margin +8% by new 7-8 figure deals & optimizing work processes.

Brand strategy: Project member, brand strategy. Presented for Sr Directors, Netto International, DK.

Business Developer: 3 years of numerous changes, moving from €14m loss to €11m profit.

PROFESSIONAL EXPERIENCE

CEO & Founder, Xecute, + Parental leave + extra courses searching for work!

International partner management, pursuing qualitative products in Europe becoming distributor/ sales agent. Presenting go-to-market strategy and excelling an overall business acumen in an international setting.

- Meeting decision makers presenting market strategy & negotiating terms of representation in Sweden/ Nordics. | 2019-
- Exercising – New goal for the upcoming year.
- Studies - International Account Management, IHM Business School | 2021 – 2023
- Studies - International Key Account Management
- Extra work | Humley, Teaching aid | Elgiganten, Tech Sales | Peak Performance, Store Sales | 2018 + 2023
- Studies - Project Management
- Parental leave | 2018 + 2020
- E-commerce, Golf E-trolley, Kungsbacka | Start 2017 – End 2019
- Studies – Change Management

Business Developer / Partner Manager / Business Controller / Category Manager / Space Manager

International Management Trainee program, Netto Sverige/ Dansk Supermarked A/S, Falkenberg, SE |

*In a leadership role understanding the overall business and the Swedish market – and execution of strategic projects reporting to CEO & HR Dir**. Management team. Operative duties: analysis KPI, business cases, mapping flows & processes. Active in Denmark, Germany & Poland.*

- Increased turnover +10% and margin +8% YTY business pioneered Fresh meat category. Budget responsibility 500 mSEK.
- Decreasing costs of fresh goods -14%. Analyzed and systemized Ways of Working in over 150 stores managing fresh goods.
- National Roll out fresh bread, 20% below budgeted costs. Mapped and planned national implementation.
- 2 Warehouse transformations from manual to semi-automated function and capabilities. In time & budget, reporting to CEO.
- New KPI's, enable to financially budget and control maintenance. Mapping work process for Tech & Real estate-dep.
- Implementing Space Management, created report structure for store-, district-, regional managers and operations.
- Enabling national customer loyalty program, partnering with marketing, supply and logistics to effectively integrate NL supplier with company priorities and brand voice into an omni-channel B2C campaign. Increased customer quote 4%. FiFO-process reduced costs -100%.
- Established a culture of trust through relationship-building meetings and creating a safe and growth-oriented environment.

***CEO, Bent Holm. HR Director, Lone Henriksen, DK.*

*****With the Team, we moved from €14M loss to €11M profit. *****

EDUCATION

Master of Science in Business and Economics – MBE (MBA)

Management

Örebro University School of Business, *Örebro*

Scientific level – Financial Management, Accounting, Marketing theory, Marketing practice

Bachelor of Science in Business and Economics

Marketing

Örebro University School of Business, *Örebro*

International Account Management: IHM Business School.

International Key Account Management: Linné University.

Project Management: Umeå University.

Change Management: Mälardalens University.

Leadership Training: Time Management - DiSC-profiling - Agile Project Management - Presentation Technique.

IT – TECHNICAL PROFICIENCIES

Microsoft Office Suite | Microsoft Visio | CAD | SAP | ERP | Microsoft Dynamics CRM | ChatGPT | Hubspot Marketing | Zoom meeting | Microsoft Teams | GANT

LANGUAGE SKILLS

Swedish fluent and mother tongue

English fluent

RELOCATION

“Nationally or Internationally, family is open for change “