


# Jan Rezek, Ing., DiS.

 Born in New Delhi, India, living in Prague, CZ

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## Professional Summary

Experienced marketing professional with over 26 years of expertise in strategic marketing, product management, digital transformation, ESG/CSR projects, and customer experience management. Proven track record in leading marketing initiatives for international corporations, developing comprehensive go-to-market strategies, and managing multi-channel campaigns. Strong leadership abilities combined with a pragmatic and analytical approach to solving complex problems.

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## Professional Experience

### SC Fitness – Element CZ s. r. o.

#### Marketing / Brand / Sales Development Manager

*October 2025 – present*

- Full 360° marketing responsibility for all Element Gyms in the Czech Republic
- Business development
- Market research and new regions management
- New gyms branding and communication
- Management across all marketing and sales channels
- New digital projects / digital fitness development
- Direct reporting to SC Fitness / Element Gyms in Portugal

### Form Factory s.r.o.

#### Marketing Manager / Partnership Manager / ESG Manager

*September 2019 – September 2025*

- Full 360° marketing responsibility, including CSR, ESG, internal communication, and online sales.
  - Led digital transformation projects and A.I. integration.
  - Managed marketing content across all digital and offline channels.
  - Oversaw customer experience management and care strategies.
  - Led design and development of all Form Factory clubs.
  - Reported directly to BSI International in Poland.
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## The Faraday Grid

**Head of Marketing and Sales**

*April 2019 – July 2019*

- Developed and implemented marketing and communication strategies for continental Europe.
  - Managed public relations, stakeholder engagement, and external communication.
  - Directed lead generation and product marketing initiatives.
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**Foxconn 4Tech s.r.o.****Marketing Manager**

*November 2017 – April 2019*

- Led product marketing, PR, and communication strategies.
  - Oversaw event management, digital media development, and UX design.
  - Conducted market research in AI, industrial automation, and data science.
  - Developed GTM strategies and managed sales support for major deals.
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**ALTRON Group, a.s.****Marketing Director**

*2015 – 2017*

- Defined and executed marketing strategies for ALTRON Group, including the Middle East offices.
  - Managed product marketing, CSR projects, and media relations.
  - Led the marketing team and oversaw internal and external communication.
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**T-Systems Czech Republic a.s. (*T-Mobile Czech Republic a.s. since 2014*)****Head of Marketing and Communication / PR Manager / Spokesperson**

*2008 – 2015*

- Managed B2B marketing projects and plans in collaboration with Deutsche Telekom teams.
  - Oversaw local and international marketing projects and compliance initiatives.
  - Served as company spokesperson until 2013.
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**ČD-Telematika a.s.****Marketing Specialist**

*2007 – 2008*

- Managed strategic marketing for telecommunication and ICT services.
  - Conducted market segmentation, business analysis, and product audits.
  - Led internal and external communication initiatives.
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**Radiokomunikace, a.s.**

## **Senior Commercial Product Manager**

2002 – 2007

- Developed and operated internet-related products, VoIP services, and e-shop applications.
  - Supported wholesale services and collaborated with technical teams.
  - Managed market analysis, pricing strategies, and product life-cycle processes.
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## **České Radiokomunikace, a.s.**

### **Account Manager**

2001 – 2002

- Managed customer care for internet and voice services.
  - Analyzed pricing strategies and competitive landscape.
  - Administered interconnection agreements and peering contracts.
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## **PVT, a.s.**

### **Key Account Manager**

2000 – 2001

- Managed key customer relationships and government administration tenders.
  - Collaborated with hardware and software suppliers.
  - Conducted business expansion analysis.
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## **Education**

### **Czech University of Life Sciences**

*Faculty of Business and Economy*

- Focus: Business and Economy, Public Administration, and Regional Development
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## **Skills & Certifications**

- **Languages:** English, German
  - **Technical Skills:** Windows/Linux administration, SAP R/3, Google Analytics, Adobe InDesign/Illustrator/Photoshop, e-shop management, digital media operations.
  - **Certifications:** Krauthammer course, HR & Communication (Dynargie)
  - **Other:** Driving licence B
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## **Personal Attributes**

- Consistency and precision

- Pragmatic problem-solver
  - Analytical thinker with strong social communication skills
  - Flexible and eager to learn
  - Skilled in organizational leadership
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### **Hobbies & Interests**

- History, motoring, and sports
- Advertising and economics
- Web development, IT, and mobile technologies
- Digital media creation