

STANISLAV (STAN) KIKOT

Business Development | Commercial Strategy | Market & Customer Insight

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SUMMARY

Senior business development and commercial strategy professional with 15+ years across media & entertainment, fintech, insurance, and data analytics. I combine deal-making with deep market and customer research: I find the opportunity, validate it with evidence, and close it. Comfortable in greenfield, high-uncertainty environments and cross-cultural settings (EU, USA, Asia).

- **Kantar:** CX business development in the Czech market - secured USD 1M total contract value within one year.
- **Home Credit Vietnam:** founding team member - secured the consumer finance license within 18 months, establishing first-mover advantage and the No.1 market position.
- **Broker Trust:** built a fintech startup studio end to end - from global market study and strategy to execution, transaction management and closing.

CORE COMPETENCIES

- New market entry and greenfield business development (licenses, partnerships, market launch)
- Enterprise B2B sales, pipeline building and account growth - media-tech, fintech, insurance, data analytics
- Market intelligence, competitive analysis and customer discovery to qualify and shape deals
- M&A support, transaction management and deal closing
- CX and product strategy linked to commercial outcomes; startup mentoring and coaching

EXPERIENCE

Independent Consultant - Business Development & Strategic Research | International clients 2021 - Present

- **Kantar:** led CX business development in CZ; secured USD 1M total contract value within one year.
- **GISAT:** business development for satellite tech - agriculture and geo-hazard applications in insurance
- **Avast-Norton:** 6-month discovery for a new gaming initiative (personas, pain points, design sprint).

Product Manager | Broker Trust, Prague 2016 - 2018

- Member of top management in charge of CX across the company.
- **BeTy ERP/CRM:** product manager for a mission-critical system for financial planners; assembled and validated the product roadmap within 2 months and won advisor buy-in.
- Road-mapping, project management, public speaking, roadshows and conferences.

Strategy & Research Manager | AXA, Prague / Bratislava 2010 - 2016

- Managed a research team serving international internal and external stakeholders.
- Partnered with CEE and Paris HQ on CX, tracking studies and customer feedback across insurance, investments, retirement and retail banking.
- Led discovery research for digital non-life insurance (eShop).
- **Achievement:** persuaded Paris HQ to introduce customer feedback loops to drive customer satisfaction scores.

Research Manager & Chief Analyst | Home Credit, Vietnam 2005 - 2009

- Core member of the trailblazer team that launched a consumer finance startup in Vietnam.
- **Secured the consumer finance license within 18 months** (application file, business plan) - Home Credit gained first-mover advantage and the No.1 market position.
- Ethnographic fieldwork across Vietnam and market research in SE Asia; cooperated with the local team and McKinsey on the China market launch.
- Investigated the root causes of declining loan applications and turned the trend around.
- In 2024, Home Credit Vietnam was sold to Siam Commercial Bank for a reported EUR 800M.

LANGUAGES

- Languages: Czech (native), English (fluent)